How to Research a Company in 15 Minutes....

**Tip #1**: Start at the Biz Library site, so that you are using subscription databases. If you’re working from home or on your laptop, be sure to set up your browser for remote access. Here are some instructions: [http://www.olin.wustl.edu/computing/remote/proxy.cfm](http://www.olin.wustl.edu/computing/remote/proxy.cfm)

For this ‘how to’ sheet, we’ll use ‘Monsanto’ as the example:

<table>
<thead>
<tr>
<th>Steps</th>
<th>What you’ll find:</th>
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| Step #1: Get a good general overview of the company. | BROWSE COMPANY RECORD  
- Fact Sheet  
- Full Overview  
- History  
- Family Tree  
- Industry  
- Products/Operations  
- Competitors  
- Competitive Landscape  
- People  
- News  
- Financial Data  
- SEC Filings  
- CEOs On Camera  
- Industry Watch |
| **OVERVIEW** | Comparing the size of a Trident missile? Not quite, but Monsanto is all about bioengineered crops. Monsanto helps farmers grow more crops by applying biotechnology and genomics to seeds and herbicides. It produces genetically altered seeds that tolerate Roundup — its flagship chemical product — and resist bugs. Monsanto estimates that more than 70% of the world’s herbicide-resistant crops bear its stamp. The company also produces AgriGrow, DBKALIB, Deltapine, and Seminis seeds. Roundup is the world’s #1 herbicide. In this decade, Monsanto has been re-making itself as a seed and biotech company, as opposed to one focused on agrochemicals, a transition that was sped up with the acquisition of Delta and Pine Land. |
### Steps

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<tr>
<td><strong>Step #2: Get a financial overview</strong></td>
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**Thomson Research**

This site contains comprehensive corporate filings (annual reports, 10-Ks, proxies, prospectuses and more) as well as 10-year downloadable financial data for virtually all public companies traded on U.S. exchanges and many companies traded on foreign exchanges. The Compact D and Worldscope databases are located on this site as are the Extel reports and earning forecasts from I/B/E/S.

Alternative sources for financial information:

- Standard & Poors
- NetAdvantage
- Mergent
- ValueLine
- SEC

This is a screen capture of the Filings Content Profile:
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| Step #3: Tune into the strategic position of the company | **MarketLine**
Marketline provides profiles of 10,000 companies in 50 countries in the industries of Automotive & Logistics, Consumer Markets, Energy & Utilities, Financial Services, Healthcare and Technology sectors. To enter the site click on "if you already have an account, log in". This is located in the top right corner. |
### Steps

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<td><strong>Step # 4:</strong> Identify the business press for news about the company</td>
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**Factiva**

The coverage is so broad in Factiva you may get swamped with obscure newspaper articles. Try searching on the company name with another term—-the search you see on the right is:

*Monsanto and Terry Crews*
Steps | What you’ll find:
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Step 5: If the company is **privately held, or a start-up**, you’ll have trouble finding published information.

**Best bets for directory info:**
- **Sorkins** for companies located in St. Louis, Kansas City or Chicago
- **Dun & Bradstreet’s Million Dollar Database**
  - This provides information on over 1,000,000 leading public and private businesses including SIC’s, annual sales, types of ownership, principal executives, and biographies.
### Steps

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<td>You can find a lot of relevant information in trade publications (industry oriented magazines and newsletters, like Chemical Week) Try looking in the following article databases:</td>
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<td>- Business Source Premier</td>
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<td>- Factiva</td>
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Tip #2: For more help, come by the business library in Simon Hall, Ron Allen- allenron@wustl.edu or Margie Craig- craigm@wustl.edu