Business D700: Case Analyses and Presentations

Ines Perkovic, Business Librarian
Vivek Jadon, Data Specialist
McMaster University Libraries
Agenda

• Review of case for discussion
• Library resources (Databases) – I. Perkovic
• Library resources (Data & Statistics) – V. Jadon
• Group discussion
• Group presentations
Library Resources

- Start at Library Website: [http://library.mcmaster.ca](http://library.mcmaster.ca)

  - Go to Subject Guides Tab and select Top Business Databases from the drop down menu
Library Resources – Databases
Company & Industry Info

• Factiva and LexisNexis Academic
• Business Source Complete
• Mergent Online
• Thomson One
• IBISWorld
Library Resources – Data & Statistics

• Passport
• Industry Norms & Key Business Ratios (Canada)
• Industry Canada
• UN (United Nations) data
• World DataBank

For the expanded list of Business and Data Resources, go to Top Business Databases and Business Data and Statistics pages.
Factiva & Lexis/Nexis Academic

Worldwide news and company databases

- Simultaneous User Limit:
  - Factiva: 6
  - LexisNexis: Unlimited

- Contain 1000s of international newspapers such as the Hamilton Spectator, Globe & Mail, Financial Times, New York Times, and Wall Street Journal

- To access news content ...
  - Factiva > Search tab
  - LexisNexis > Search by Subject or Topic > News - All News
Newspaper Content

- Includes over 30,000 sources
- Multimedia, graphics & images available
- Contains thousands of news sources (~2,500). Major & regional newspapers
- Strong foreign language coverage (26). International coverage broader & deeper.

- Includes over 15,000 sources
- No images, but image captions noted
- Contains hundreds of news sources (~350). Primarily major newspapers
- Limited foreign language coverage (primarily 6)
Sample News Search

Free Text Search

Search Form

Examples

Concept Explorer [Beta]

Date: In the last 3 months
Duplicates: Identical

Source
- All Sources

Author
- All Authors

Company
- All Companies

Factiva Expert Search

Subject
- All Subjects

Industry
- All Industries

Region
- All Regions

Look up

Language
- English

More Options

Search for free-text terms in: Full Article

Exclude:
- Republished news
- Recurring pricing and market data
- Obituaries, sports, calendars...

Sort results by:
- Most recent first
Factiva & Lexis/Nexis Academic

- Contain company profiles for public & private companies worldwide
- To access company content ...
  - Factiva > Companies/Markets tab
  - LexisNexis > Search by Subject or Topic > Companies - Dossier
## Company Content

- Both databases include entries for public & private companies.

- News on a company may vary since the databases index different news sources.

<table>
<thead>
<tr>
<th>Category</th>
<th>Subcategories</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Key Developments, Peer Comparison, Financial Results, Ownership, Reports</td>
</tr>
<tr>
<td>Legal</td>
<td>Recent Cases, Directory Information</td>
</tr>
<tr>
<td>Intellectual Property</td>
<td>Patents, Trademarks</td>
</tr>
<tr>
<td></td>
<td>D&amp;B Report, Custom Report References</td>
</tr>
</tbody>
</table>
Passport

• Statistics, analysis, reports, surveys and breaking news on industries, countries and consumers worldwide.

• Library subscribes to the following modules: Countries and Consumers, Industries, Cities, Survey and Industrials (for Canada only)
Passport

- **Countries & Consumers** - Provides in-depth analysis on trends impacting consumers and countries around the world. It delivers research and analysis on the evolving economy, business environment, population, and income and expenditure patterns in 210 countries worldwide.

- **Industries** - Includes global statistics and analysis for 27 major consumer industries worldwide. Contains historic and forecast market sizes, distribution channel analysis, company and brand share data, company profiles, global industry reports, expert and breaking news & articles and more.
Passport

- **Cities** - Provides socioeconomic data and analysis on 850 of the world’s largest cities.

- **Survey** - Consists of online consumer survey data from 16 countries covering consumer habits, attitudes, opinions, values, behaviours and motivations on a variety of topics.

- **Industrials (Canada)** - Breaks down the Canadian economy into 177 different industry sectors from a B2B perspective. Data and analysis is provided for Agriculture, Forestry, Mining, Alcoholic Beverages and many other industries.
Business Source Complete

Contains **articles** from journals & magazines, **company profiles** (with SWOTs), **industry profiles** (with statistics & Porter’s five forces analysis) & many other publication types. International in scope.

- Indexes over 11,000 business sources (many of which are available in full-text).
- Covers topics in all areas of business.
- Search or browse for content.
Business Source Complete
Includes company profiles & SWOT analyses on public & private companies worldwide

• Profiles can include ...
  – company overview
  – key facts
  – history
  – major products & services
  – revenue analysis
  – SWOT analysis
  – top competitors
  – company view
  – and more …
Business Source Complete
Sample Industry Profile

• Lengthy reports (>25 pages)
• Profiles can include...
  – market overview
  – market value
  – market volume
  – market segmentation
  – market share
  – market outlook
  – market forecasts
  – five forces analysis
  – leading companies
Mergent Online

- Contains active **publicly traded companies worldwide**
- Find companies by name, ticker symbol, industry code, index, exchange, or country
- Includes **company financials** for the past **15 years** or more in **Excel** format
- Simultaneous user limit: **3**

**Basic Search**

- USA Company Database (Active)
- USA Company Database (Inactive)
- International Company Database (Active)
- International Company Database (Inactive)
- D&B Private Company Database

**Company Search - Enter symbol or Company Name**

Mattel
Mergent: Sample Company Profile

Mattel Inc (NMS: MAT) to Company Analysis List
Address: 333 Continental Blvd., El Segundo, CA 90245-5012 United States | Phone: 310 252-2000 | Company Website: www.mattel.com

Incorporated: 1945
Reincorporated: March 1968, DE, United States
IRS Number: 951567322
CUSIP: 57708110
Auditor: PricewaterhouseCoopers LLP
Transfer Agent: Computershare Trust Company, N.A., Providence, RI
Country: United States

Sector: Leisure Equipment
Industry: Dolls and stuffed toys (SIC 3942)
Industry: Doll and Stuffed Toy Manufacturing (NAICS 339931)
Number of Employees: 31,000 (Approximate Full-Time as of 12/31/2014)
Number of Shareholders: 30,000 (approx. record) (as of 02/13/2015)

Market Cap: 7,662,812,190
Revenue: 5,926,291,000
Net Income: 412,239,000
Dividend: 1.52 Dividend Yield: 6.7168
EPS Basic: 1.21 EPS Diluted: 1.2
PE Ratio: 18.8583

Company Details | Executives | Company Financials | Reports | Filings | News | Competitors | Report Builder

As Reported | Prelims | Restated | Ratios | Analysis

Company Financials

Download

Include Auditor Data within Download

Annuals | Balance Sheet | 5 Years/Quarters

As Reported Currency | As Reported Scale

Exchange rate used is that of the Year End reported date
Industry Norms and Key Business Ratios

- Examine industry benchmarks compiled from D&B’s database of public and private companies, featuring 14 key business ratios for public and private companies in 800 lines of business.

- **Solvency Ratios:** Examine the financial soundness of a company and how well it can meet short and long-term obligations.

- **Efficiency Ratios:** Check the quality of receivables and the efficiency of asset control; measure the effectiveness of payment to supplier; and evaluate over or under-trading on equity.

- **Profitability Ratios:** Study how profit is earned relative to sales, total assets and net worth.
Industry Norms and Key Business Ratios

• **Median:** Median is the value from the midpoint that falls halfway between the Upper and Lower Quartiles.

• **Industry Quartiles:** Industry Quartiles are static values taken directly from the KBR database tables. The value from the midpoint that falls halfway to the top of the list is selected as the Upper Quartile. The value that is halfway between the median and the bottom of the list is selected as the Lower Quartile.
## Industry Norms and Key Business Ratios

### Industry Quarterly Norms

<table>
<thead>
<tr>
<th>Industry Quarters</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Statement Sampling</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Solvency</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quick Ratio</td>
<td>2.50</td>
<td>0.80</td>
<td>0.30</td>
<td>1.90</td>
<td>0.90</td>
</tr>
<tr>
<td>Current Ratio</td>
<td>5.00</td>
<td>2.00</td>
<td>1.10</td>
<td>5.40</td>
<td>2.00</td>
</tr>
<tr>
<td>Current Liabilities / Net Worth (%)</td>
<td>7.70</td>
<td>29.70</td>
<td>89.80</td>
<td>8.10</td>
<td>33.90</td>
</tr>
<tr>
<td>Current Liabilities / Inventory (%)</td>
<td>65.00</td>
<td>145.00</td>
<td>460.50</td>
<td>63.50</td>
<td>142.70</td>
</tr>
<tr>
<td>Total Liabilities / Net Worth (%)</td>
<td>16.50</td>
<td>62.00</td>
<td>160.00</td>
<td>18.20</td>
<td>56.70</td>
</tr>
<tr>
<td>Fixed Assets / Net Worth (%)</td>
<td>36.30</td>
<td>68.00</td>
<td>114.50</td>
<td>44.40</td>
<td>70.10</td>
</tr>
<tr>
<td><strong>Efficiency</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Collection Period (days)</td>
<td>19.00</td>
<td>32.50</td>
<td>59.10</td>
<td>18.30</td>
<td>29.90</td>
</tr>
<tr>
<td>Sales / Inventory (times)</td>
<td>3.10</td>
<td>12.00</td>
<td>5.50</td>
<td>20.70</td>
<td>11.10</td>
</tr>
<tr>
<td>Assets / Sales (%)</td>
<td>38.60</td>
<td>75.30</td>
<td>132.90</td>
<td>37.80</td>
<td>72.10</td>
</tr>
<tr>
<td>Sales / Net Working Capital (times)</td>
<td>11.00</td>
<td>4.20</td>
<td>2.30</td>
<td>12.60</td>
<td>5.80</td>
</tr>
<tr>
<td>Accounts Payable / Sales (%)</td>
<td>1.40</td>
<td>4.00</td>
<td>7.20</td>
<td>1.60</td>
<td>3.90</td>
</tr>
<tr>
<td><strong>Profitability</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Return on Sales (%)</td>
<td>8.60</td>
<td>3.10</td>
<td>-0.10</td>
<td>8.50</td>
<td>4.10</td>
</tr>
<tr>
<td>Return on Assets (%)</td>
<td>12.30</td>
<td>4.40</td>
<td>-0.10</td>
<td>12.30</td>
<td>4.70</td>
</tr>
<tr>
<td>Return on Net Worth (%)</td>
<td>22.10</td>
<td>8.70</td>
<td>0.30</td>
<td>21.00</td>
<td>7.80</td>
</tr>
</tbody>
</table>

### Median Variance

<table>
<thead>
<tr>
<th>Industry Variances</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Solvency</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quick Ratio</td>
<td>0.80</td>
<td>-12.5</td>
<td>12.5</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td>Current Ratio</td>
<td>2.00</td>
<td>0.0</td>
<td>15.0</td>
<td>30.0</td>
<td>15.0</td>
</tr>
<tr>
<td>Current Liabilities / Net Worth (%)</td>
<td>29.70</td>
<td>-3.9</td>
<td>-4.1</td>
<td>-11.3</td>
<td>-40.9</td>
</tr>
<tr>
<td>Current Liabilities / Inventory (%)</td>
<td>145.00</td>
<td>3.2</td>
<td>-5.3</td>
<td>-37.9</td>
<td>-62.2</td>
</tr>
</tbody>
</table>
Industry Reports via **Infomart**

- Provides current and historical industry ratios for 30 industries in which top 450 publicly traded Canadian companies compete.
- Also included are top 10 companies in the industry ranked by latest quarterly revenue and industry recommendation provided by Value Sciences Corporation.
- **A good alternative to Industry Norms and Ratios**
- Simultaneous User Limit: **4**
Industry Canada

- Find statistics by industry
- Access industry profiles and analysis
- Review financial performance benchmarks
- Find companies by industry sector
- Research small business
- and more...
Industry Canada

Canadian Industry Statistics:

• Looks at industry trends and financial information on topics such as establishments (Number of establishments by Employment type and region and Number of establishments by Employment size category and region), Gross Domestic Product and Labour productivity

• Financial Performance Data and International Trade for the sectors of the Canadian Economy using the latest data from Statistics Canada.
Industry Canada

Financial Performance Data:

• Provides access to more than 1000 industries across Canada, including more than 30 performance benchmarks to help small businesses determine how they measure up to their competitors.

• View financial data based on industry averages, with an option to include your own income statement and balance sheet information in the report.

• Reports feature the number of businesses in the selected industry, statistics for profitable and non-profitable small and medium-sized businesses that includes net profits and net losses, and detailed financial data on revenues and expenses, industry average's for income statements and balance sheet items as well as financial ratios.
Reports can include
- company overview
- key facts
- history
- major products & services
- financial analysis
- SWOT analysis
- top competitors
- company view
- and more …

Only works with Internet Explorer. Accessible via the DSB Virtual Lab & Library’s website.

Simultaneous User Limit = 5
### Advanced Research

Research Update: [UBS research is now available in the Investext/Subscription collection](#)

#### Search Options

**Company (Enter Name, Ticker, CUSIP, ISIN, SEDOL):**

FACEBOOK INCORPORATION;

**Asset Class**:  
- **All**  
- **Fixed Income**

**Date**:  
- **Last 2 Year**
- **09/30/13** to **09/30/15**

#### Search Results

<table>
<thead>
<tr>
<th>Title</th>
<th>Date</th>
<th>Pages</th>
<th>Price</th>
<th>Contributor</th>
<th>Analyst</th>
</tr>
</thead>
<tbody>
<tr>
<td>FACEBOOK INC-INITIATING COVERAGE Initiating Coverage With a Positive Rating and $125 Price Target</td>
<td>08/10/15</td>
<td>27</td>
<td>Subscription</td>
<td>SUSQUEHANNA FINANCIAL GROUP LLP</td>
<td>RESEARCH DEPARTMENT</td>
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<tr>
<td>FACEBOOK INC-INITIATING COVERAGE Facebook Inc C'I'A'</td>
<td>07/30/15</td>
<td>11</td>
<td>Subscription</td>
<td>S&amp;P CAPITAL IQ - STARS REPORT</td>
<td>RESEARCH DEPARTMENT</td>
</tr>
<tr>
<td>FACEBOOK INC-INITIATING COVERAGE Facebook Inc C'I'A'</td>
<td>04/23/15</td>
<td>11</td>
<td>Subscription</td>
<td>S&amp;P CAPITAL IQ - STARS REPORT</td>
<td>KESSLER, SCOTT, ET AL</td>
</tr>
<tr>
<td>FACEBOOK INC-INITIATING COVERAGE Facebook: SoMoLo-Initiating with a Buy Rating and $96 TP</td>
<td>03/16/15</td>
<td>64</td>
<td>Subscription</td>
<td>BREAN CAPITAL, LLC</td>
<td>RESEARCH DEPARTMENT</td>
</tr>
</tbody>
</table>
UNdata


- Also available: Country Profiles and Glossary.
Covers over 1,300 U.S., 425 Canadian & 73 global industry reports.

- Search or browse for reports
- Many reports cover industries at the 5-digit NAICS level
- Specialized industry reports cover industries at a more granular level (U.S. only)
IBISWorld - Sample Report

IBISWorld Industry Report 33993CA
Toy, Doll & Game Manufacturing in Canada

Typical Report Structure or Table of Contents

Useful for all aspects of a marketplace analysis
World DataBank

- open access website contains statistics across
  - time (1960 to current)
  - country (worldwide)
  - indicator (e.g., economy, education, health, labour, population, etc.)
- several download formats available including Excel
World DataBank: Sample Table

Downloaded in Excel format

<table>
<thead>
<tr>
<th>Year</th>
<th>Population, total</th>
<th>Life expectancy at birth, total (years)</th>
<th>Life expectancy at birth, male (years)</th>
<th>Life expectancy at birth, female (years)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1960</td>
<td>17,909,009.0</td>
<td>71.1</td>
<td>68.3</td>
<td>74.2</td>
</tr>
<tr>
<td>1970</td>
<td>21,324,000.0</td>
<td>72.7</td>
<td>69.3</td>
<td>76.3</td>
</tr>
<tr>
<td>1980</td>
<td>24,593,000.0</td>
<td>75.1</td>
<td>71.6</td>
<td>78.7</td>
</tr>
<tr>
<td>1990</td>
<td>27,791,000.0</td>
<td>77.4</td>
<td>74.3</td>
<td>80.7</td>
</tr>
<tr>
<td>2000</td>
<td>30,769,700.0</td>
<td>79.2</td>
<td>76.7</td>
<td>81.9</td>
</tr>
<tr>
<td>2010</td>
<td>34,126,547.0</td>
<td>80.8</td>
<td>78.6</td>
<td>83.2</td>
</tr>
</tbody>
</table>

Source: World Development Indicators. Click on a metadata icon for original source information.
Business Data & Statistics Library Guide

Data and Statistical resources are available from various sources such as Statistics Canada, Inter-University Consortium for Political and Social Research (ICPSR), OECDiLibrary, IMF etc. The links below will help you to identify data and statistical resources available for your research.

**Statistics**
- facts or figures
- proves a point using totals, sums or averages
  - Canadian
  - US & International

**Data**
- raw material used to calculate statistics
- used with software like SAS or SPSS
  - Canadian
  - US & International
  - Financial Data

http://library.mcmaster.ca/guides/business-data-statistics
Additional Resources

- LDS Website
  - [http://library.mcmaster.ca/data](http://library.mcmaster.ca/data)

- Business Data & Statistics Subject Guide

- Odesi Data Portal
  - [http://search2.odesi.ca/home/index.html](http://search2.odesi.ca/home/index.html)

- Statistics Canada’s Website:
  - [http://www.statcan.gc.ca](http://www.statcan.gc.ca)

- Research Data Management
  - [http://library.mcmaster.ca/rdm](http://library.mcmaster.ca/rdm)
Group Exercise

• In your groups of 5, discuss what specific library resources you would use in this case to suggest strategies Lego should use to maintain market dominance in the toy industry. (30 minutes)

• Be prepared to discuss this with the entire class. (30 minutes)

• Each group will have one recorder and one presenter.
Lynda.com

- Contains online video tutorials to help you learn software, creative, and business skills.
- Available exclusively for DSB faculty, staff & students.
- Go to: http://lynda.degroote.mcmaster.ca/ to sign in with your MAC ID. Mobile apps available.
- Access problems? Contact Jack Huang huang@mcmaster.ca
Contact Information

Vivek Jadon
Data Specialist
- Library Data Service
  Mills Library, Room L104/C
- 905-525-9140 ext. 23848
- vivek@mcmaster.ca
- Office Hours (M-F):
  - 9:30 am – 1:00 pm
  - 2:00 pm – 5:00 pm

Ines Perkovic
Business Librarian
- Innis Library (Business), KTH-108
- 905-525-9140 ext. 21359
- rjclib@mcmaster.ca
- Office Hours (M-F):
  - 9:00 am – 5:00 pm
Questions/Suggestions/Comments

Thank you!