Research the Company

Using Library Resources to find Company Information
There is so much out there............

The Library has some great resources

Not everything is on Google

Be selective
What do you want to know about?

Industry?  Sector?  Company?
Which bits are important?

- Who are they?
- Competitors?
- SWOT analysis
Let’s take an example

You have an interview with Jagex - a software development company
Check out their website: you’ll find lots of useful information, but it is essentially a PR tool so it will be biased.
The Library has access to company information not freely available via the internet. Go to LibGuides on the Library’s homepage: lis.tees.ac.uk
Select the LibGuide for Company Information
Click on the Online Databases tab to see the key databases for business and company information.

Lots of useful websites.
Wide range of databases useful for finding company information, financials, industry information and market research

Law databases you may need to check to find information related to company law
FT.Com is fantastic source of business and industry analysis and provides in depth coverage of UK and international business.
Enter the company name in the search box and click on Search. Your results will be listed underneath.
Mintel Oxygen is a marketing database containing detailed reports on current market information including subjects such as leisure, consumer goods, travel, retail and industry reports.
Enter your search term and either click on the search button or choose a report from the drop down list.
A search on Mintel for ‘gaming’ retrieves these market reports.

The Executive Summary and Issues in the Market give excellent information on the state of the industry, issues and opportunities.
Next we will use **Business Source Complete**. It is an excellent all round database with full text content for many academic business journals back to 1886. It also contains comprehensive company profiles including SWOT analyses and market research reports.
Enter the name of your company in the search box

OR: refine by type of information

Search page for Business Source Complete
Results page for Business Source Complete

JAGEX: NEW HIRING GAME.

Authors: COTTELL, COLIN
Document Type: Articles
Subject Terms: *EMPLOYEE recruitment
*GAMBLING industry
Company/Entity: JAGEX Ltd.
NAICS/Industry Codes: 713210 Casinos (except Casino Hotels)
713290 Other Gambling Industries
713299 All other gambling industries
Abstract: The article discusses the direct face-to-face contact with potential employees at international gaming industry events as the new hiring strategy of Cambridge, England-based gaming company Jagex Ltd.
ISSN: 1475-7478
Accession Number: 07501085

Further links
- Save, email etc.

Full Text
For financial information use **FAME** (Financial Analysis Made Easy). FAME contains company accounts, ratios, activities, ownership and management for the largest 2.6 million UK and Irish companies, plus summary information for a further 1 million smaller businesses.
Enter the Company Name
Fame Results

As well as the results listed here, scroll down the screen for more information about:

- assets
- liabilities
- profit and loss
- cash flow
- directors etc.
IBIS World's gives in-depth global industry reports. For example, you may need to know what's happening in the online games industry in China. IBIS World will give you in-depth information on:

- Industry performance
- Industry outlook and life cycle
- Products and markets
- Competitive landscapes
- Major companies
- Key statistics
Online Games in China

Industry Definition

Online games are played over the internet using consoles such as personal computers (PCs) and mobile terminals. They may also include features such as multiplayer modes, downloadable content and in-game chat, which can be provided for free or on a fee or subscription basis.

The Supply Chain

Key Economic Drivers
- Personal Final Consumption Expenditure - Total
- Pervasive Technology - Internet Connections
- Service Prices - Internet Prices
- Systems and Technology - by Industry Sector
- Age Group (15-34)

Supply Industries
- Computer Manufacturing
- Computer Network Equipment Manufacturing
- Mobile Communications Equipment Manufacturing

Demand Industries
- Households

Online Games in China
Finally, what’s in the news? Check NewsBank for current items. NewsBank is a full-text collection of several of the best-known UK broadsheet and tabloid newspapers.
1. On the first screen select ‘Access UK & Ireland Newspapers’

2. On the next screen enter your search term and click on Search.

3. Refine your results by year or newspapers.
1. Online games group aims for growth the Nintendo way - Media

Length: 724 words (Estimated printed pages: 3)
Readability: 11-12 grade level (Lexile: 1300L)

Jagex prepares to woo the short-of-time player. Free fun paves way to profitable subscriptions. Spending a bank holiday on a level 99 magician might not be everybody's cup of tea, but when the alternative is a trip to Ikea with the family, attraction. RuneScape, a sword-and-sorcery online computer game, are at least understandable. On January 21, Martin Luther King Jr. was assassinated in the US, when stock markets in the rest of the world were going into meltdown, a...

2. The Guardian: Life: Online: Rune to move: A modest, Cambridge based company has taken on an online role playing game.

Length: 621 words (Estimated printed pages: 3)
Readability: 11-12 grade level (Lexile: 1260L)

Online role-playing games are one of the few internet businesses that can get people to pay for content online. Despite huge costs, a multi-million pound industry dominated by giant software companies such as Sony, Microsoft and Electronic Arts. But one developer is playing the giants at their own game. The game is called RuneScape, and it has more subscribers than any other game on the market...

3. The Guardian: Tech Media Invest 100: Market matters: All's fair in love (film) and war: The companies, trailblazers have all flourished in markets most people didn't know existed. Whether it be in between a comparison, they are a

Length: 694 words (Estimated printed pages: 4)
Readability: >12 grade level (Lexile: 1310L)

What do a Cambridge software company, an Edinburgh-based search engine for travel and the largest online betting company all been singled out as companies that the top 100 would most like to emulate, having blazed trails into new markets. The companies operations begun more than 10 years ago. Several operate broadly in the gaming sector, including Jagex, a producer of online games...

4. The Daily Telegraph: Millionaire focuses on expenses

Length: 300 words (Estimated printed pages: 2)
Readability: 10-12 grade level (Lexile: 1160L)

SINCE he's just made millions from the sale of a computer games business, it seems odd that Constant Tedder has immersed pounds world of expense receipts. The 42 year-old sold his stake in Cambridge games company Jagex last year for an understated GBP10m. Yet instead of lying on a beach, he's built an iPhone app aimed at small businesses and freelancers. "I just thought..."
L&IS have many more resources which could provide you with key information to increase your knowledge, impress your interview panel, and of course, give you a serious advantage over other applicants...

To find out more make an appointment with the Business Team Librarians
Carol Dell-Price  email  carol.dell-price@tees.ac.uk
Joanne Tilley  email  j.tilley@tees.ac.uk

Floor 2 of the Library