**Databases for market research and company information.**

Access these databases via the Subject Guides on library.hud.ac.uk

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**Mintel**

Analysis on UK and Republic of Ireland consumer markets and brands.

1. Search for the name of an **industry/product** (e.g. coffee; beauty) OR search for a **company or brand** by name (e.g. Coca-Cola)

2. Filter your search by content type – reports have the most comprehensive content:

3. Click on the different report sections to view analysis and statistics for this market:

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**Practice Activities**

Find the latest report for **mobile phones** and answer these questions:

- What is the current retail value of the market? Is this market forecast to grow or decline?
- What is the most common activity a smartphone is used for in the UK?
- What share of the market does Samsung currently have?

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**Passport**

Analysis on global consumer markets and brands.

Passport is a complicated resource containing lots of information! Try one of the below methods (a-c) to get started:

a) **Industries** - Use the ‘industry’ tab to browse analysis on industries, e.g. apparel and footwear.

b) **Companies** - Search for a company profile:

1. Click on the ‘companies’ tab on the header bar
2. Type your company name in the company search box:

   ![](image)

   **Companies**

   2. Find data, analysis and dashboards for companies.

   ![image]

   **Companies**

   Type Company Name

   ![image]

   **Companies**

   3. Select ‘Lifestyles’ from the drop-down options.
3. Find the box headed ‘Lifestyles survey data’. Click ‘Explore Now’

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**Practice Activities**

- Find the market sizes for consumer electronics. Which countries are the largest markets for consumer electronics?
- Find the global company profile for Apple Inc. According to the analysis, what is different about their strategy 'The Apple Way'?
Business Source Complete
Profiles analysing certain companies and industries. Profiles contain key facts and analysis about the company or industry, e.g. list of key competitors, SWOT analysis, market size.

a) Company profiles:
1. From the homepage, select ‘Company profiles’.
2. Search by company name in the search bar on this page.

b) Industry profiles:
1. From the homepage, select ‘Industry profiles’.
2. Search for an industry by name.
3. Click on the title of the report.
4. Get to the PDF of the required yearly report by clicking on the year options on the right side of the page:

Practice Activities
Find the company profile for Samsung Electronics and answer these questions:
- Who are the top competitors of Samsung?
- According the SWOT analysis, what are Samsung’s strengths?

FAME/Osiris/Amadeus
Financial data and accounts for publicly listed companies. 3 databases which all work in a similar way but cover different geographies.

FAME – UK companies; Amadeus – European companies; Osiris – companies outside Europe.

Company search:
Search for your chosen company or its subsidiaries in the ‘find a company’ search bar at the top of the page:

Practice Activities
Using Osiris, find the financial report for LG Electronics and answer these questions:
- What was LG Electronics’ operating revenue in 2018?
- In which 2 years did LG Electronics report a loss (before taxation)?

Referencing Tips
- Always record the name and location of your source so that you can reference it later.
- Use to the referencing guidance on the Library webpage [library.hud.ac.uk/apa](http://library.hud.ac.uk/apa).
- Refer to the guidance for referencing REPORTS.
- You need to reference the author, year, report title and URL (web link where found).
- In most cases the author is the name of the resource, e.g. FAME, Osiris, Mintel. The author of Passport is EuroMonitor. The author of reports on Business Source Complete varies, company profiles usually by MarketLine.
- The year can usually be found near the title of the report. For financial databases FAME/Osiris/Amadeus it is the current year.