Gale Business Insights Global: Company, Industry & News Research


2. Search for a company and click on name of the company in the results list.
   a. What year was your company founded?
   b. What is the NAICS code for your company?

3. Explore the “Financials” link from the “Company Information” box on the left hand side. Give it some time to load.
   a. Update the view of the income statement to include a period of 3 years. What has happened to sales over the past 3 years? Where does this data come from?
   b. Select the radio button “compare to major competitors”. Who has more revenue?
   c. Select the ratio tab and do the same comparison. What ratios on this page might be the most helpful to look at?

4. Go back out to the results screen or search for your company again. Explore the “Investment Reports” link.
   a. Based on the reports, how healthy of a business is your company?

   b. Do all the reports have the same opinion. Do they change over time?

5. Go back out to the results screen. Click on the “Trade Journals” link
   a. What is the title of a trade journal that has an article about your company in it?

6. Select “All Industries” from the purple Industries tab along the top of the page and search the NAICS code for your company.
   a. What kind of information is included here?

7. Select “Market Share Reports” from the drop down Industry tab. Search within the results for your company.
   a. What lists does your company appear in and what information do the lists give you?
5 Minute Presentation

Presentation time! Elect a spokesperson from your group to come up front, demo your database, and give a general overview of what you found. Answer the questions below and feel free to talk about additional details you learned about the database.


2. What was the date range on the information you found? Was the information generally up to date or not so much?

3. Was there any information that you couldn’t find in this database that you expected to?

4. What did you find most useful about this database?

5. How will you use the information from this database in this class?