MGMT 4000
Doing Business in Emerging Markets

Library Workshop
Fall 2019

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Intended Learning Outcomes

By the end of this session, you will benefit by being able to:

1. Navigate databases for:
   • Company background & profile *(Vault, Business Source Premier, Passport)*
   • Company financials *(Factiva, Bloomberg)*
   • Company analyst reports & news *(Bloomberg, Factiva)*
   • Company statistics *(Statista)*

2. Name sources to get started with industry & country analysis *(Passport, Statista, Gartner)*
Company Research?

Where would you start?
Company website

Library books
Have you used these databases before?
Library Guide: MGMT 4000

https://libguides.ust.hk/mgmt4000
Find Company Background & Profiles
Use **Vault** for Company Information

- Features a collection of company, industry, & career guides
- Covers a wide range of industries
- Access: [https://lbdiscover.ust.hk/bib/991004813159703412](https://lbdiscover.ust.hk/bib/991004813159703412)
Use **Business Source Premier** for Company Profiles

- Provides company profiles of the world’s largest 10,000 companies
- Access: [https://lbdiscover.ust.hk/bib/991000314459703412](https://lbdiscover.ust.hk/bib/991000314459703412)
Use **Passport** for Company Profiles & Analysis

Global market research database
- Provides statistics & analysis on countries, industries, companies, & consumers
- Features 115 million internationally comparable statistics & 25,000 market research reports
- Provides insights of the global business & economic environment in 210 countries
- Click [here](https://lbdiscover.ust.hk/bib/991003622279703412) to view a company report on Apple Inc.
- Access: [https://lbdiscover.ust.hk/bib/991003622279703412](https://lbdiscover.ust.hk/bib/991003622279703412)
Find Company Financials
Use **Factiva** for Company Details

A huge news article & business information database that covers over **32,000 sources** from 200 countries in 28 languages

Business information includes:
- News
- Key developments
- Peer comparison
- Financial results
- Ratio comparison reports, etc.

Access: [https://lbdiscover.ust.hk/bib/991004767649703412](https://lbdiscover.ust.hk/bib/991004767649703412)
Use **Bloomberg** for Financial Analysis

- **On campus access only:** Use Bloomberg stations in Library’s Information Commons (G/F); reserve a station online using the [library booking system](#).

- **How to log on to Bloomberg?**
  Watch [Tutorial 1](#) of Bloomberg Series @ HKUST Library

- **How to find the market capitalization and financial ratios of a company?**
  Watch [Tutorial 4](#) of Bloomberg Series @ HKUST Library
  - Type **FA** & hit the **GO** key
Use Bloomberg for Peer Comparison

- How to get peer comparison or comparables analysis
  - Search & choose the security, e.g. AAPL US EQUITY
  - Type RV & hit the GO key

RV = Relative Valuation, which provides peer group relative value analysis. Compare your company to competitors using Bloomberg's peer list, GICS industry or sub-industry lists, or create your own unique peer list.
Find Company Analyst Reports & Recommendations
Search for Analyst Reports in Bloomberg

- In Bloomberg, search & choose the security, e.g. **AAPL US Equity**
- **Type BRC & hit the GO key** for analyst reports (BRC = Broker Research Reports by Company)
For sample analyst reports, click here to view
Search for Analyst Recommendations in Bloomberg

- Type **ANR** & hit the **GO** key for analyst recommendations
- Consensus Rating = The current average rating of all analysts who updated within the last 12 months
  5 = Strong buy
  4 = Buy
  3 = Hold
  2 = Sell
  1 = Strong sell
Need help with using Bloomberg?

• Visit the Database Guide on Bloomberg

• Schedule a coaching session with a business librarian
  o Celia Cheung (lbcelia@ust.hk)
  o Kevin Ho (lbkevin@ust.hk)
Use **Factiva** for News Articles

A huge news article & business information database that covers over 32,000 sources from 200 countries in 28 languages

Access: [https://lbdiscover.ust.hk/bib/991012615856803412](https://lbdiscover.ust.hk/bib/991012615856803412)
Use **Factiva** for News Articles

Find news about:

- Apple Inc.
- Agorize, OR
- A company that interests you
Find Company Statistics
Use **Statista** for Statistics

- Provides access to over a million **statistics & facts** on selected **topics, industries, consumer markets, companies**, etc.
- Also includes Industry Reports, Digital Market Outlook & Forecasts
- Access: [https://lbdiscover.ust.hk/bib/991012565047803412](https://lbdiscover.ust.hk/bib/991012565047803412)

**Try this:**
Find statistics about Apple & its products (Change “Location Focus” if necessary)
Find Private Company Information

• A private company is not traded on any stock exchange
• It does not have the same legal requirements as a public company to disclose information about itself to the public, so private company information is often hard to find

Some suggestions:
✓ Try searching Factiva for news articles, which might mention the key financial items (e.g. revenue) & operating performance of some private companies
✓ Visit the company website
Find Private Company Information

Some suggestions (cont’d):
✓ Run qualitative interviews

Different modes:
- Face-to-face Interviews
- Telephone Interviews
- Skype Interviews
- Instant Messenger Interviews (WhatsApp, WeChat, etc.)
- Email Interviews

Duke University: Tipsheet – Qualitative Interviews
Environmental Scanning

- Identify *external opportunities & threats & their effect* on the company
Find Industry Information

https://libguides.ust.hk/mgmt4000/industry

**In-Class Activity 1**
Use **Passport** to find information about the “Consumer Electronics” industry in China:
- Market sizes
- Company share
- Country report

**In-Class Activity 2**
Use **Statista** to find the revenue in the “Consumer Electronics” industry in China in 2019. The amount is:
- a) US$115,358 million
- b) US$128,240 million
- c) US$143,789 million
- d) US$159,345 million
Gartner - Introduction

• Provides access to over 110,000 research documents across 1,200 topics covering all aspects of technology and telecommunications, including hardware, software and systems, services, IT management, market data and forecasts and vertical industry issues.

• Key market research publications include:
  ✓ Market Quadrants
  ✓ Critical Capabilities
  ✓ Hype Cycles
  ✓ Market Guides
  ✓ Vendor Ratings, etc.
• In search box, enter keywords
• Choose “Research” tab
• Filter results

OR

• Go to Advanced Search
• Enter criteria

To locate primers on a topic (e.g. cloud computing), search as follows:
Find Country Information

https://libguides.ust.hk/mgmt4000/country

- Country Basics
- Country Statistics
- Country Competitiveness
- Country Reports
- Consumer Lifestyle in a Country (Get it from Passport!)
Need Help?

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