

Who's the Competition? Building Company Lists

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Mint Global and LexisNexis

- **Search** for companies by name, ticker, or any combination of screening criteria, including industry, location, ownership, auditor, number of employees, finances, market cap, incorporation date, and dozens more.
- **Access** information including descriptive overviews and histories, news, Datamonitor company reports, peer comparisons, financial data, ratios, stock data, shareholders, subsidiaries, directors, contact information, and more.
- **Download** your results list or the full reports of any number of companies.
- **Note:** You must enable pop-ups in your internet browser to use Mint Global.
- **Need a refresher?** Here's a 4 min. video tutorial for Mint Global: <http://screencast.com/t/r59kOnw7juE>
- **Tip:** If you're searching for companies in a certain industry, first find the NAICS code for that industry, then use that code to search in the databases. You can find NAICS codes at www.census.gov/eos/www/naics/

BYU's Business Library

www.lib.byu.edu/business

Resources licensed by the BYU Library can be found on the Business and Economics website. Use the Find a Database tool to search by name or click on a link to a subject guide, where databases are categorized topically.

Other Company Databases

- **Factiva** is the best place for business news and also has profiles for public companies
- **S&P NetAdvantage**, **Value Line**, **Morningstar**, and **Mergent's Investor Edge** all have investment reports on companies and tools like stock screeners
- **Business Source Premier (EBSCO)** has brief company profiles from Datamonitor

The Case Study: Trucking in Texas

Your team is performing a competitive analysis for a freight trucking company headquartered in El Paso, Texas. Your current task is to create a list of local competitors and lists of top competitors across the United States and Mexico.

- What kinds of information should be included in this list?
- Will Internet searches and online yellow pages supply the information you need?
- What is the NAICS code for freight trucking?
- Does Mint Global or LexisNexis list more companies for the El Paso region? How about the United States overall? Mexico? Why the differences?
- Which database allows me to search for trucking companies with a market cap over \$100 mil.?
- Which provides information on lawsuits involving a company?
- Which allows for quick peer comparisons of company financials?
- Which can download the information I need into a convenient table?

Mint Global is better when you want:

- International as well as U.S. companies
- To print or download large company lists or multiple company profiles
- PDFs of annual reports and corporate social responsibility reports
- Datamonitor company or industry reports
- M&A news
- Segment data



LexisNexis is better when you want:

- To know who a company's legal counsel is
- To see legal cases that a company is involved in
- To see a company's patents and trademarks
- A list of a company's brands
- Names of managers below the Board and Cxx level
- News related to a company (remember the Factiva database for news too)
- Quick side-by-side comparison of competitors' key numbers

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