Research example: Procter & Gamble and industry

**VISION/MISSION STATEMENT OF FIRM**

Company website

Also look at the Annual Report often located on the company website.

Sometimes, a company’s vision/mission statement may not be indicated on the company website or annual report. If that’s the case, you can try using Business Source Complete and Factiva to locate articles. A sample search might look like PROCTER AND GAMBLE AND “MISSION STATEMENT”. Or try PROCTER AND GAMBLE AND VISION. (Remember to change the Date field in Factiva to All Dates.)

**COMPETITIVE ADVANTAGE OF FIRM**

Academic, trade and news articles

Use Business Source Complete and Factiva to find articles. Try searches such as PROCTER AND GAMBLE AND “COMPETITIVE ADVANTAGE”.

**INDUSTRY ANALYSIS**

First Research

Click on the CONTINUE button. Click on another Continue button. Next click on the orange Submit button. Do a search for your industry in the keyword box.

Watch this demonstration video
**Passport**
On the top of the screen, select one of the choices under Industries. Under COUNTRY REPORTS, use SELECT A CATEGORY drop menu and select an industry. Also use SELECT A GEOGRAPHY drop menu and select a region/country. Click on GO.
Watch this demonstration [video](#)

**Mergent Online**
Click on Industry Analysis. Select an Industry and Region (note: these industry reports are presented at the regional level [eg. North America] and are very current; these regional reports also cover specific countries [eg. United States]). Click on Search.
Watch this demonstration [video](#)

**BENCHMARKING EXERCISE**

**Mergent Online** (compare with other companies in the same industry)
Type name or ticker of company. Click on company name. Next, click on Competitors. You will get a list of companies ranked by revenues against the U.S. market. You may also get a list of ranked companies in the global market by clicking on “Public Global”.
Watch this demonstration [video](#)

**First Research** (compare with industry)
Click on the CONTINUE button. Click on another Continue button. Next click on the orange Submit button. Do a search for your industry in the keyword box. Click on Financial Information in the left margin.
Watch this demonstration [video](#)

**CORPORATE STRATEGY OF FIRM**

Company 10-K report
A 10-K report is useful for collecting information on the firm’s current business structure and activities, corporate strategies as well as financial performance.

**Foreign** companies that trade on the U.S. market (eg. Honda Motor on NYSE) file 20-F reports.
**Mergent Online**
Click on Government Filings. Under Company Search, type name or ticker of company; under Filing Date Search, select last 12 months; under Filing Type, use drop-down menu and select 10-K; select Foreign to get the 20-F.
Watch this demonstration [video](#)

**U.S. Securities and Exchange Commission**
Click on Company Filings in the left margin and do a search for company. Click on the CIK number to view company filings which includes the 10-K or 20-F.

Carol Fang / January 2019