Kellogg-Schulich EMBA
Library Orientation Session

Jan 15th, 2018

Sophie Bury
Head, Peter F. Bronfman Business Library
sbury@yorku.ca
Agenda for Today

- Jumping off points for business research at the library
- Articles research
- Company research
- Industry research
- Market research
- Finance research
- Country information and economic sources
- Help with citing sources
Guide for Today’s Session
researchguides.library.yorku.ca/ksemba
Getting Started: Key Web Sites

- researchguides.library.yorku.ca/ksemba

### Key Websites

- **YU-Card**, your library card.
- Passport York username and password,
  - to access e-resources off campus
  - renew books online
  - access computers on campus
  - to book a group study room/Bloomberg terminal
- Peter F. Bronfman Business Library
- Business Resources A-Z
- Business Research Guides
- BRYT (Business Research at York Toolkit)
- Group Study Room booking
- Bloomberg terminal booking

- YU-Card
- Passport York
- Bronfman Business Library
- Business Databases A-Z
- Business Research Guides
- BRYT
Assume you need this HBR article:
Finding Business Articles at researchguides.library.yorku.ca/ksemba

- Journal articles
- Newspaper articles
- BRYT videos
- Search strategies
- Types of articles

Finding Business Articles

Use to combine like terms or synonyms

Use * to find variants on this word stem

Use quotation marks to group words together
Finding Business Articles

Company Research at
researchguides.library.yorku.ca/ksemsba
Company Research – Guides & Tutorials

- Publicly-Traded
- Private


BRYT (Business Research at York Toolkit)

BRYT Company Tutorials: http://bryt.library.yorku.ca/company-research/
Key library databases – Publicly traded companies

- **Mergent Online**
  - International coverage
  - Publicly-traded companies

- **Lexis Nexis Academic & Thomson One Investext**
  - International coverage
  - Provides SWOTs

- **Marketline Advantage**
  - International coverage
  - Useful for SWOTs and case studies

- **Sustainalytics**
  - Corporate Social Responsibility/ESG performance

Marketline Advantage: Barrick Gold - SWOT

SWOT analysis overview

Barrick Gold Corporation (Barrick or ‘the company’) is engaged in the production and sale of gold and copper, as well as related activities such as exploration and mine development. A strong market position gives the company a competitive advantage over its peers. However, extensive competition could impact the company’s market share.

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strong market position</td>
<td>Decrease in gold reserves</td>
</tr>
<tr>
<td>Wide geographic presence</td>
<td>Litigations and claims</td>
</tr>
</tbody>
</table>

Each point is developed through further analysis.

Opportunities

Growing demand for gold

2015 has been a fascinating year for the gold market, with strong demand from central banks, Asian markets and the European bar and coin market. The global gold mine output will remain depressed in 2016 despite a major recovery in the precious metal prices, which are up almost 20%. For example, the global gold demand reached 1,290 tons in the first quarter of 2016, a 21% increase compared to the same period last year. This increase was driven by huge inflows into exchange traded funds (ETFs), fuelled by investor concerns regarding economic fragility and an uncertain financial landscape. Similarly, the total bar and coin demand was 254 tons, marginally higher than the same period last year. Total supply for Q1 2016 saw an increase of 5% to 1,135 tons compared with 1,081 tons in the first quarter of 2015.
# Analyst Reports

**Video on analyst reports** and researching company strategy from [BRYT](#)

**Analyst reports** on the Company Research Guide

## Sources for Analyst Reports

- **Investext Plus [Thomson One]**
  
  Internet Explorer must be used to access this database. It provides analyst reports from investment banks and consulting firms. Go to Company Views > Research; or go to Screening & Analysis > Research. Please click the Log Out icon in the upper right corner once you have completed your research to allow others to access the database. MUST USE Internet Explorer 11 or earlier version to access this database, make sure to ALWAYS ALLOW POP-UP for the download to work.

- **Lexis Nexis Academic**
  
  In the lower right corner Get Company Information click the drop down arrow and then click the Company Dossier link > Search for a company either by Company Name or Ticker Symbol > in the result page, in the left column under Financials select Analyst Reports

- **NetAdvantage**
  
  Contains a 10-page Standard & Poor's Stock Report.

- **Mergent Online**
  
  Under Reports > Equity Reports there is a equity report from a Mergent company Ford Equity Research.
# Sustainalytics – Tyson Foods Inc. ESG Performance

## Overall performance

<table>
<thead>
<tr>
<th>Metric</th>
<th>Score</th>
<th>Relative Position</th>
<th>Percentile</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall ESG Score</td>
<td>50</td>
<td>Leader</td>
<td>24th</td>
</tr>
<tr>
<td>Environment</td>
<td>45</td>
<td>Laggard</td>
<td></td>
</tr>
<tr>
<td>Social</td>
<td>51</td>
<td>Average Performer</td>
<td></td>
</tr>
<tr>
<td>Governance</td>
<td>55</td>
<td>Average Performer</td>
<td></td>
</tr>
</tbody>
</table>

## Relative performance

<table>
<thead>
<tr>
<th>Metric</th>
<th>Relative Position</th>
<th>Top 5 Companies</th>
<th>Score</th>
<th>Peers (Market cap $12-$14bn)</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
<td>Average Performer</td>
<td>1. Koninklijke Wessanen N.V.</td>
<td>79</td>
<td>1. Molson Coors Brewing Company</td>
<td>71</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2. Cermaq ASA</td>
<td>79</td>
<td>2. The J. M. Smucker Company</td>
<td>64</td>
</tr>
<tr>
<td></td>
<td></td>
<td>5. Carlsberg A/S</td>
<td>76</td>
<td>5. Tyson Foods Inc.</td>
<td>50</td>
</tr>
</tbody>
</table>
Sustainalytics – Tyson Foods Inc. Policies/Programs – Ratings and Descriptions

Tyson Foods Inc.
NYSE: TSN

Laurence Loubieres
Industry Lead

Environment

35% Environment Weight
45 Environment Score
163 out of 210 Relative Position
22nd Percentile

Preparedness Disclosure Quantitative Performance Qualitative Performance – Controversies

Environmental Policy

50

The company has an adequate policy
- Commitment to undertake a precautionary approach to environmental challenges
- Commitment to promote greater environmental responsibility
- Commitment to encourage the development and diffusion of environmentally friendly technologies
- Commitment to implement an environmental management system
- Commitment to use natural resources or energy more efficiently
- Commitment to reduce emissions, releases and waste
- Commitment to monitor the company's environmental performance
- Commitment to report regularly on environmental issues
- Commitment to consult with stakeholders on environmental issues
- Approved by senior management or the board of directors

Environmental Management System

20

The company has a weak EMS or some environmental activities
The company reports having an EMS that is modeled after ISO 14001 criteria. However, further details on Tyson Foods' EMS are not disclosed.
- Managerial or board level responsibility for environmental issues
- Identification of products, activities and services that have significant impacts on the environment
- Compliance with environmental regulation
- Objectives, targets and deadlines
- Environmental programmes
- Assigned roles and responsibilities
## Controversies

<table>
<thead>
<tr>
<th>Highest Controversy Level</th>
<th>Low</th>
<th>Moderate</th>
<th>Significant</th>
<th>High</th>
<th>Severe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Occupational Health and Safety</td>
<td>Environmental Supply Chain Incidents</td>
<td>Environmental Use and GHG Emissions - SC</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Tyson Foods Inc.**

NYSE: TSN

### Qualitative performance

1. Low
   - Business Ethics Incidents
   - Business Ethics
   - Environmental Supply Chain Incidents
   - Energy Use and GHG Emissions - SC

2. Moderate
   - Business Ethics Incidents
   - Animal Welfare
   - Governance Incidents
   - Animal Welfare - SC
   - Customer Incidents
   - Marketing Practices
   - Anti-Competitive Practices
   - Quality and Safety
   - Operations Incidents
   - Emissions, Effluents and Waste
Private Company Databases

- **Hoovers**
  - Publicly traded and private companies
  - International coverage

- **PrivCo**
  - Non-publicly traded companies
  - International coverage
  - Individual account is required

Private Company Video from BRYT

Including creating company lists with Hoovers
Industry Research at researchguides.library.yorku.ca/kseemba
Industry Trends and Analysis

Our industry research guide helps you identify relevant databases for industry research

- Consumer goods and services
- Industrial manufacturing
- Information Technology
- Resource industries

Different databases have different strengths.

Our industry research guide is geared to help you choose the one(s) that will help you best!

BRYT Industry Research Tutorials: bryt.library.yorku.ca/industries/
Industry trends and analysis – Key databases

Reports for industries classified at broad industry level:

BMI Research (Demo)
Mergent Online

Reports for industries classified at medium level of classification (not very broad and not niche)

Marketline Advantage
First Research via Investext Plus (U.S. only)
Industry trends and analysis – Key databases

Offer reports for industries classified at **niche industry level**:

- IBISWorld (Canada, U.S., China, Global) - Demo
- Passport (Consumer goods and services focus)
- Gartner Intraweb (IT)
- SNL Metals & Mining

Specific industry focus only
Market Research at
researchguides.library.yorku.ca/ksembara

BRYT Market Research Tutorials:
bryt.library.yorku.ca/markets/

Market research – Market segmentation, consumer analysis

1. Passport

2. MarketLine

3. WARC
Use search box in top right hand area of screen to search. Useful to combine with country name.

Browse menu options
Executive Summary

Market value
The Canadian savory snacks market grew by 3.7% in 2014 to reach a value of $2,477.9 million.

Market value forecast
In 2019, the Canadian savory snacks market is forecast to have a value of $2,837.1 million, an increase of 14.5% since 2014.

Market volume
The Canadian savory snacks market grew by 3.2% in 2014 to reach a volume of 281.3 million kg.

Table 3: Canada savory snacks market category segmentation: % share, by value, 2010-2014

<table>
<thead>
<tr>
<th>Category</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Potato chips</td>
<td>50.6%</td>
<td>50.8%</td>
<td>51.4%</td>
<td>52.2%</td>
<td>52.1%</td>
</tr>
<tr>
<td>Other savory snacks</td>
<td>14.4%</td>
<td>14.6%</td>
<td>14.5%</td>
<td>14.2%</td>
<td>14.6%</td>
</tr>
<tr>
<td>Processed snacks</td>
<td>12.9%</td>
<td>12.7%</td>
<td>12.3%</td>
<td>11.8%</td>
<td>11.9%</td>
</tr>
<tr>
<td>Popcorn</td>
<td>10.6%</td>
<td>10.9%</td>
<td>11.2%</td>
<td>11.4%</td>
<td>11.5%</td>
</tr>
<tr>
<td>Nuts &amp; seeds</td>
<td>11.5%</td>
<td>11.0%</td>
<td>10.6%</td>
<td>10.3%</td>
<td>10.0%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
</tr>
</tbody>
</table>

Source: MARKETLINE
Figure 9: Forces driving competition in the savory snacks market in Canada, 2014

Source: MARKETLINE
Finance Research at
researchguides.library.yorku.ca/ksemба

KSEMBA - Library Orientation Session

Finance Librarian
Xuemei Li
lixuemei@yorku.ca
Country/International Business Research
researchguides.library.yorku.ca/ksemba

KSE MBA - Library Orientation Session
Last Updated: Jan 4, 2017 | URL: http://researchguides.library.yorku.ca/ksemba | Print Guide | RSS Updates | Email Alerts

- Home
- Getting started
- Finding business articles
- Company & Industry Research
- Finance Research
- Market Research

- Country/International Business Research
- Writing your paper
Country and International Business Research – Key Databases

- **BMI Research** –
  Country Business Forecast reports

- **Passport**
  - Offers dashboards for country data visualization
  - Countries & Consumers section
  - Includes Cities section
Help with citing sources

- **Style Guides & Writers' Manuals** (APA, MLA and more): Provides some tools and manuals to help you with citing sources in papers.

- **Business Citation Guide** using APA or MLA style from the Bronfman Business Library
THANKS FOR YOUR ATTENTION – Questions?

All materials available at:
researchguides.library.yorku.ca/ksemba

Business librarians are available to help you:

- at the reference desk
- bronfref@yorku.ca
- 416-736-5139
- or by chat reference at
  http://www.library.yorku.ca/web/bbl/