Industry Research

“Industry” denotes a particular form of branch of work – a sector. Workplaces are classified into industries based on their principal product or activity, as determined from information on annual sales volume.

Why Research Industries?
In the beginning phases of career research, you might be looking for your areas of interest. Reading about these sectors will give you insight into career paths, outlooks, and options. As you get closer to interviewing, however, you should know that recruiters/interviewers expect you to know about the industry – to have at least a basic knowledge base about it.

What should you know?
• The competitive landscape – who are the key players and what makes them key.
• Current industry trends and hot topics
• Immediate forecasts and challenges facing the industry
• How the industry has changed recently

Bureau of Labor Statistics
Overview of Industries:
http://www.bls.gov/bls/industry.htm
At this comprehensive site, you’ll have access to “Industry at a Glance” which includes profiles of the nine major industry divisions. Each profile contains facts about the industry and links to more data, including an “At a Glance” table, employment, hours, and earnings, and a wealth of other data.

The Career Guide to Industries:
http://www.bls.gov/oco/cg/home.htm

Resources in University of Chicago Libraries

Business and Economics Library (University of Chicago)
Subject Guides Industries A to Z: (specific industries) http://guides.lib.uchicago.edu/industries

Standard & Poor's netAdvantage: http://www1.lib.uchicago.edu/cgi-bin/nand/search/eresources -- Access this electronic resource via the University Library. Excellent industry surveys of over 50 large industry segment. (Select from alphabetical menu.)


Encyclopedia of Business Information Sources (available in Regenstein, Z7164.C81E93) An useful listing of information sources on detailed subjects, industries, and business topics, running from the “Abrasives Industry” to the “Zinc Industry.”
Where to Find Industry Information Online (selected resources)

**MBAJungle > Research industries**
http://www.mbajungle.com

**Vault.com > Industry Channels**
http://www.vault.com/hubs/industrylist.jsp
“From Accounting to Venture Capital, Vault’s industry channels give you the insider research, community, and career tools you need to get in and stay ahead.”

**Learn About an Industry or a Specific Company:**
http://www.virtualpet.com/industry/howto/search.htm
Check the UC Library’s catalog for holdings of resources mentioned in this comprehensive guide.

**JobStar: Industry Research**
http://jobstar.org/hidden/industry.htm

**COMPANY RESEARCH**

When searching for company information online it is important to ask the following questions:

1. **Is the company publicly held?**
   http://www.lapl.org/central/guides/public.html
2. **Is the company privately held?**
   http://www.lapl.org/central/guides/private.html
3. **Has the company recently gone public or is currently privately held but in the process of becoming public through an Initial Public Offering (IPO)?**
   http://www.lapl.org/central/guides/pos.html
4. **Is the company U.S. or foreign owned?**
   http://www.lapl.org/central/guides/international.html

The answers to these questions will determine how much information is available and where it can be located. To begin searching for a company, visit one of the above URLs.

**Step One: Is the company publicly held?**

A public or publicly held company is one that sells stock to the general public and is traded on a stock exchange. There is a great deal of information available on public companies because they are required to file financial disclosure forms with the U.S. Securities and Exchange Commission (SEC) in regular intervals. These filings are the basis for most of the data that is available to the general public.

*How do I find out on the internet whether a company is publicly held?*

The first step in researching a public company is to identify the stock exchange ticker symbol. The Yahoo Ticker Symbol Lookup (http://finance.yahoo.com/lookup) will identify the ticker symbol for a company. If the ticker symbol is not listed on Yahoo then the company is probably privately held. If the company that you are looking for is a subsidiary of a public company then you will be able to find more information if you focus your research on the parent company.

Once a company is determined to be publicly held, Yahoo Finance (http://finance.yahoo.com/) uses resources such as Reuters, Businesswire, PR Newswire, and Market Guide to provide company profiles, stock quotes and charts, financial information, SEC filings, and news articles. Other similar web sites include
- Wall Street Research Net (http://www.wsrn.com)
- Quicken.com (http://www.quicken.com/welcome/)
- Microsoft’s Money Central (http://moneycentral.msn.com/home.asp)
- CBS Market Watch (http://cbs.marketwatch.com)

**SEC’s Edgar Site: ‘http://www.sec.gov/edgarhp.htm**

This site contains information that publicly traded companies in the United States are required by law to submit to the Securities and Exchange Commission (SEC). Until May 6, 1996, companies had the option of filing electronically, and some did not do this. A large quantity of useful information is provided in company filings, which can often be hundreds of pages in length. Useful filings include 10-Ks, which are filed annually and 10-Qs, which are filed quarterly. The site’s search engine is very unreliable; it is strongly recommended that you use one of the following sites, as they carry the same data, but allow you to find it reliably.

- 10-K Wizard (http://www.10kwizard.com/) - Allows full text (And fast) searches of company filings. Great if you are looking for a particular person, or a specific brand or product.
- Free Edgar (http://www.freedgar.com/) - Has a simple Edgar interface. This site also includes full historical quarterly summary financial statements on one page, so you don’t have to load every 10-Q. You can also search on SIC code or name, and the interface is very easy to use.
• Edgar Scan (http://edgarscan.pwcglobal.com/servlets/edgarscan) - Extracts financial data from Edgar filings easily. Just type in a company name, and then you get links to their financial data, and all of it is hyperlinked. You can also download excel spreadsheets with a company’s financial data which is very helpful if you are doing financial analysis and need the data.

• Edgar Online (http://www.edgar-online.com/) - Can be searched by personal name. To get full access to the daily filings you must subscribe to the site.

Silicon Investor: http://www.siliconinvestor.com/
Contains good profiles of many tech stocks - mostly extracted from the 10K reports. Also provided are the results (revenues, net income, profit margin, EPS) for the most recent quarters, P/E, Price/Sales, market cap. Stock charts (100 days, 100 weeks and 60 months) also available.

Links to over 1000 free annual reports, some in full image format, including most of the Fortune 500 companies. Similar sites include PRARS (The Public Register’s Annual Report Service, http://www.prars.com) and IRIN (Investor Relations Information Network, http://www.irin.com).

Daily Stocks: http://www.dailystocks.com/
A mega-site that links to other sites, this website is organized into 17 categories (news, commentary, IPOs, etc.) each with dozens of links to other sites specializing in that category’s topic.

Over the Counter Bulletin Board:
http://www.otcbb.com/dynamic/
This site is run by NASDAQ and contains the most current information on the trading status of individual penny stocks. A site that provides historical charts on penny stocks can be found at TopStock.com (http://www.topstock.com/).

Step Two: Is the company privately held?
A private company does not raise capital by selling stock to the general public and is not traded on an exchange. In private companies, the stockholders are usually the principals in the company - founders, family members, employees, and sometimes large investors (venture capitalists). No disclosure of information is required of a private company and whatever information it makes available is strictly up to the individual company.

Generally, more information is available on the largest private companies. Although even the largest private companies in the United States provide much less information about themselves to the general public than the average publicly held firm.

ReferenceUSA (aka American Business Disc)
Offers a database of over 12 million public and private companies. The database’s interface allows you to combine search criteria to search by company, industry, geography and business size as well as other special criteria. Most entries offer the following information: name, address, phone, line of business, whether the company is public or private, top executives, year founded and location type. There is also a link to a location map from Mapquest.

The Forbes 500 Top Private Companies:
http://www.forbes.com/private500/
This list gives the top 500 private companies and their ranking. Clicking on the company names gives more information and a brief write-up on the firm. The Forbes Private 500 includes well-known names in American business such Domino’s Pizza, Fidelity Investments, Hallmark Cards, Hearst, Kinko’s, Kohler, LL Bean and Mars. The website has links to lists going back to 1996.

The Thomas Register:
http://www.thomasregister.com/
This is a large index of manufacturers. You can search on the name or the product of the 155,000 US and Canadian companies in its database. Gives address, phone number and description of products. In some cases, links to on-line product catalogs are provided. This is a good site to visit if you want to know what a company does, or if you want to know which companies make a certain type of product.

The Thomas Register Regional Edition:
http://www.thomasregional.com/newtrd/nc_home.html
Allows you to narrow your search down to a particular region of the United States, and is almost exclusively industrial companies. Gives name, address, phone, fax, brief description, number of employees (range) and year founded.

The American Export Register: http://www.aernet.com/
Has information on over 45,000 US companies that export some of their products. Includes name, address, phone, fax, list of officers, and a list of their major products. You can search by name or product. Available in English, Spanish, Portuguese, German, French and Italian.

SuperPages.com: http://www.bigbook.com/
Names, addresses, phone numbers and business sectors of over 11 million U.S. businesses.
Infospace: http://www.infospace.com/_1_4KPLTW0C701I_info/redirs_all.htm?pgtarg=ylwbc
A complete yellow pages guide for the United States: you can search for businesses by name or category. They claim to have 12 million businesses and organizations in their database. Also has a host of other features, including reverse telephone lookup.

Department of Commerce US Exporters’ Yellow Pages: http://www.infospace.com/_1_4KPLTW0C701I_info/redirs_all.htm?pgtarg=ylwbc
Short profiles of about 20,000 US exporters. Each entry has address, phone, fax and brief product line info.

Zip Phone Directory: http://www.zip2.com/
Another yellow pages guide. Claims to have 16 million businesses in the database. You have to choose a state when you search but the search engine defaults to California. Also gives sector information and a map.

Harris InfoSource: http://www.harrisinfo.com/
Allows the user to sort more than 400,000 manufacturers by industry, state, city, SIC code and zip code.

Step Three: Has the company recently gone public or is currently privately held but in the process of becoming public through an Initial Public Offering (IPO)?
A company that is transitioning from a privately held company to a publicly held one issues an Initial Public Offering of stock and is often referred to as an IPO.

Yahoo Finance’s IPO Section: http://biz.yahoo.com/ipo/index.html
A good source of information on IPOs and has profiles of companies in various stages of the IPO process. You can access lists of IPOs
• by company, http://biz.yahoo.com/ipo/comp_a.html
• by industry, http://biz.yahoo.com/ipo/indig_a.html
• by underwriter (an investment bank that sells the securities of an IPO)
  http://biz.yahoo.com/ipo/undw_a.html
• Best performing IPOs,
  http://biz.yahoo.com/ipo/perf_g3.html
• Worst performing IPOs,

Alert-IPO: http://www.alert-ipo.com/cgi-bin/aixexecbrand=ostman
This site is cross-referenced between issuers and companies, so if click on an issuer, you can see all companies they took public. It also provides a brief description of the activities of each company, ticker, symbol, shares offered, price offered, employees, state of incorporation, revenue, income, and underwriter.

IPO Central: http://www.hoovers.com/ipo/0,1334,23,00.html
Part of the Hoover’s Online (http://www.hoovers.com/) business network.
• IPO Directory
  (http://www.hoovers.com/ipo/view/0,2265,67,00.html) which has a list of all companies that have filed for an initial public offering of common stock since May 6, 1996, this site has
• IPO News (http://www.hoovers.com/newscenter/ipo/0,1334,33,00.html)
• IPO Scorecard (http://www.hoovers.com/ipo/scorecard/0,1334,66,00.html) that tracks recent IPO winners and losers.

EDGAR Online’s IPO Express: http://www.edgar-online.com/ipoexpress/
Includes recent filings, upcoming and latest pricings, news, and historical performance.

Academic research on IPOs, with links to some relevant data and research. Maintained by Ivo Welch, UCLA Associate Professor of Finance.

IPOguys.com: http://www.ipoguys.com/
Has a calendar, forums, a primer on investing in new stock issues, and IPO picks based on types of business, issue prices, and underwriters.

Features news, information, and data.

Step Four: Is the company US or Foreign Owned?
While researching U.S. companies is now comparatively easy, the same cannot be said for international firms. Resources on international companies exist in scattered directories and online yellow pages.

The Wright Research Center: http://profiles.wisi.com/profiles/Comsrch.htm
Offers profiles on over 20,000 companies worldwide. The companies are listed alphabetically, by country, and by industry.
Hoover's UK (United Kingdom): [http://www.hoovers.com/uk/](http://www.hoovers.com/uk/)
Find profiles for numerous European companies at this site, which has a list of United Kingdom companies as well as a list of companies by country.

Is a database of over 1.5 million manufacturing companies in over 70 countries. You can search by company name or product category.

Is the Canadian equivalent of the SEC's EDGAR database. This database stores information that has been electronically filed with the Canadian Securities Administrators. There is a very easy to use Public Company Profiles ([http://www.sedar.com/issuers/issuers_en.htm](http://www.sedar.com/issuers/issuers_en.htm)) section.

Site features an online directory of 500,000 companies from 30 countries. Search by product, service, and company name, or browse by category. Site is in Dutch, English, French, German, Italian, and Spanish.

Forbes annual list of international corporations, including the largest U.S. multinationals and the largest foreign investments in the U.S.

Fortune Global 500: [http://www.fortune.com/indexw.jhtml?channel=list.jhtml&list_frag=list_global500.jhtml&list=10&_requestid=344977](http://www.fortune.com/indexw.jhtml?channel=list.jhtml&list_frag=list_global500.jhtml&list=10&_requestid=344977)
Provides snapshots from global companies such as Credit Suisse Group and Hyundai Corp.

Thomas Register of European Manufacturers: [http://tremnet.com/](http://tremnet.com/)
Basic directory information for more than 180,000 manufacturers from many Western European countries. Site is in Dutch, English, French, German, Italian, and Spanish. Free registration required.

Provides links to over 400 Yellow Pages and Business Directories from over 140 countries around the world.

Provides a comprehensive database of country-specific guides and market research reports. Produced by the United States Department of Commerce.

A guide to assorted international business directories.

OECD Online: [http://www.oecd.org/EN/home/0,EN-home-0-nodirectorate-no-no-no-0,FF.html](http://www.oecd.org/EN/home/0,EN-home-0-nodirectorate-no-no-no-0,FF.html)
The Organization for Economic Co-Operation and Development has economic statistics on countries around the world.

Career Advancement Services and Resources

See a Career Advancement Counselor
All students are encouraged to see a Career Advancement counselor at some point in their university career. Counselors are able to offer assistance with job application materials, including resumes and cover letters. Staff is also able to help discuss broader plans like graduate or professional school. Students are encouraged to make an appointment and can either call 773-702-7040 or do so online.

Walk-In Appointments
Throughout the year, Career Advancement counselors make themselves available for short, walk-in appointments. The hours vary from quarter to quarter but the website is always up-to-date with current hours. Students looking for brief assistance are encouraged to use these appointments as a way to quickly move forward in their search.

Career Advancement Programs and Resources
Career Advancement offers programs throughout the year designed to educate students about career options in a variety of fields, as well as build crucial job search skills (informational interviewing, networking, etc.). View the Career Advancement event calendar online to learn more. Be sure to browse our Career Resource Library as well as our website for additional resources.

Chicago Career Connection (CCC)
Accessible via the Career Advancement website, this online tool – specifically for University of Chicago students and alumni – lists full- and part-time jobs and internships, in Chicago, nationally, and even internationally. Jobs and internships listed are in business, government and nonprofits.
UChicago Careers In...
These series of University of Chicago programs helps undergraduate students learn about and prepare for careers in the arts, business, communications, education, health professions, journalism, law, non-profit/public service, science and technology, and social work. Some programs are selective and others are open to all students. To learn more about this great University of Chicago offering, visit the UChicago Careers In... section of the Career Advancement website.

Email Listhosts
Join the Consulting Career Advancement email list to get regular updates on career-related programs and job postings. You might also join the general business management listhost. Sign up via Chicago Career Connection (accessible via the Career Advancement website) and edit your profile to start receiving these emails.

Employer Information Sessions
Employers looking to hire students in consulting come to campus each year to host information sessions. This is a great way to learn about particular companies and network. View the Career Advancement event calendar online to learn more and see the schedule.

Researching Organizations
Know who the dominant players within the sector are as well as all the companies that are going to participate in on-campus recruiting. You can obtain first-hand accounts of the company’s culture and philosophy by talking to University of Chicago alumni who are working at the firm (see networking and informational interviewing above). A good understanding of the work environment will go a long way in answering “fit” questions during the interview process and will help you differentiate the firms to enable you to pick those that best fit your personality.

Networking and Informational Interviewing
Whether you just want to learn more about a career in consulting or you’re ready to apply for jobs, conducting informational interviews and networking with individuals already working in that field is a crucial part of the process. Career Advancement counselors can show you how to use the online alumni directory to identify University of Chicago alumni in this field; how to set up and prepare for an informational interview; and how to network effectively. Make an appointment by calling 773-702-7040.

Practice Your Interviewing
Practice Interviewers: Career Advancement has practice interviewers on staff to conduct mock behavioral and case interviews. To schedule a practice interview call 773-702-7040.

Career Advancement Super Interview Walk-In Days:
Career Advancement holds “Super Interview Walk-In Days” for undergraduate and graduate students at the beginning of fall and winter quarters. Students interested in participating in a short, walk-in appointment style interview should attend. These days will be listed on the Career Advancement calendar online.

On-Campus Recruiting (OCR)
Every year employers come to campus to recruit University of Chicago students. In order to participate in OCR, you must be activated in Chicago Career Connection, which will allow you to view OCR-specific job postings. To become activated in CCC and to learn more about OCR, speak with a Career Advancement counselor.