

College, Career & Life Planning



[Free On-line Information About Companies/Industries](#)

Yahoo On-line

- Go to http://biz.yahoo.com/ic/ind_index.html (Industry List)
- Go to http://biz.yahoo.com/p/sum_conameu.html (Financial Information by Industry)
 - Profitability by Industry: Focus on ROE % (Return on Equity) and Profit Margin columns. Higher is better.
 - In left hand column, click on specific industry names to view detail for companies within the industry.
 - In left hand column, click on specific company name to view profit of company.
 - § Left hand column, click on “key statistics”: Financial highlights
 - § Left hand column, click on “SEC filings”: See 10-K and 10-Q summary filings.
 - § Review “Profit Margin”, “Operating Margin”, Return on Equity % (ROE%) and Return on Assets % (ROA %). Higher positive numbers are better. Compare this company’s profitability to its competitors.
 - § Left hand column, click on “Income Statement”: Review sales growth trend (also available in 10-K under SEC filing). How does this company’s growth rate/trend compare to the industry?
 - § Left hand column, click on “Competitors” to obtain profiles, financial results and news on the company’s competitors.
 - § Left hand column, click on “Industry” to obtain industry news and a list of companies in the industry with links to their information.

MSN On-line

- Go to <http://moneycentral.msn.com/investor/common/find.asp?NextPage=/investor/research/profile.asp>
 - Enter company name or search for company by industry.
 - In left hand column, click on “Company Report” for overview
 - In left hand column, click on “Key Developments” & “Recent News”
 - In left hand column, click on “SEC filings” and download 10-K and 10-Q
- Go to <http://moneycentral.msn.com/investor/research/wizards/SRW.asp>
 - Enter company name or stock trading symbol and click “Go”.
 - Review and click through the pages of information
 - On “How does this stock stack up?” page, click on “Display all companies in same industry” and view results on competitors.