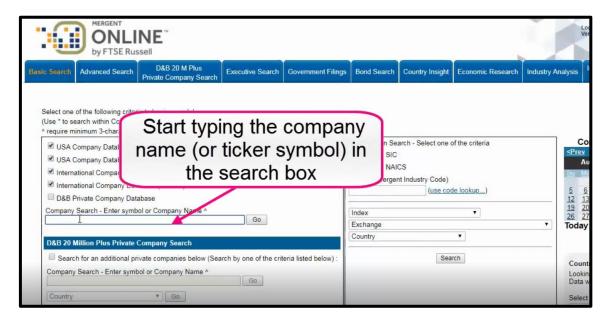
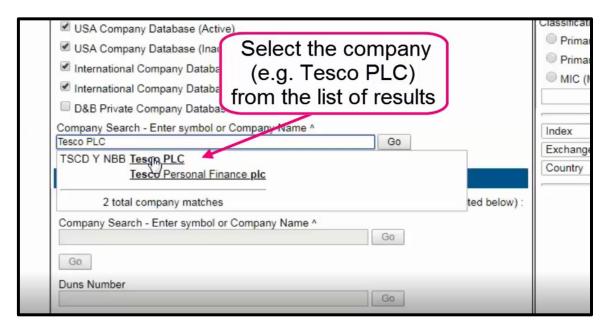
Company peer analysis

Connect to **Mergent Online** through our moodle database course, <u>Library Information Sources for Business Students</u> or via our <u>Business, Marketing and Economics</u> library home page. If you are not already logged in, you will be asked to enter your Brookes username and password.

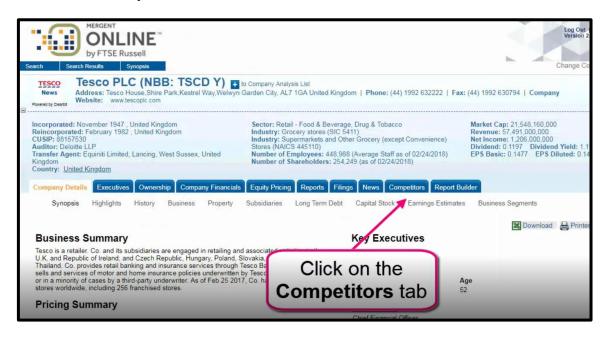
1. From the **Mergent Online** home page type the company name/ticker symbol (e.g. **Tesco PLC**) in the search box.



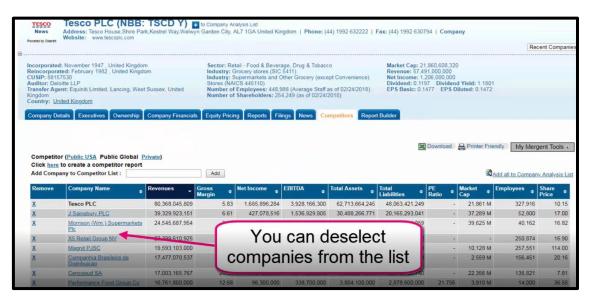
2. Select the company (e.g. **Tesco PLC**) from the list of results. Click **Go**.



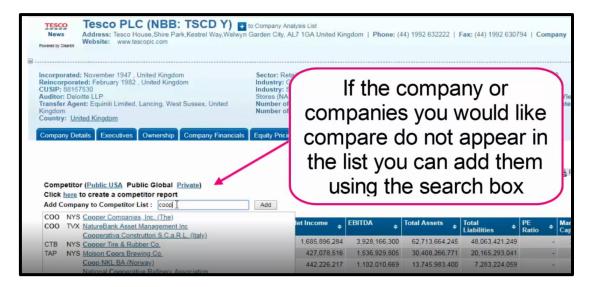
3. Click on the **Competitors** tab.



4. You can deselect companies from the list.



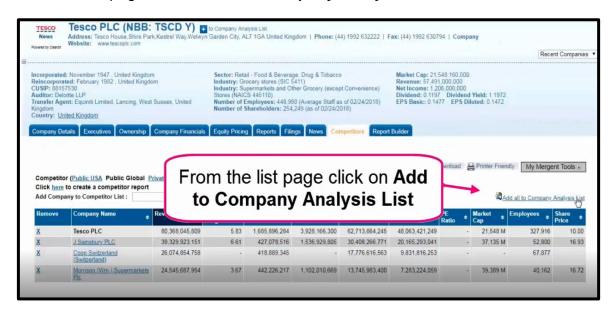
5. If the company or companies you would like to compare do not appear in the list you can add them using the search box. Select the company you would like to add (e.g. Coop Switzerland) and select **Add**.



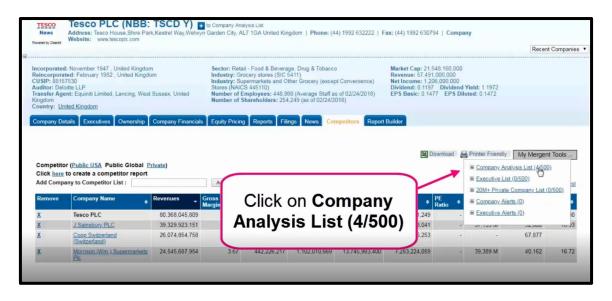
6. You can now see that Coop Switzerland has been added to the list.



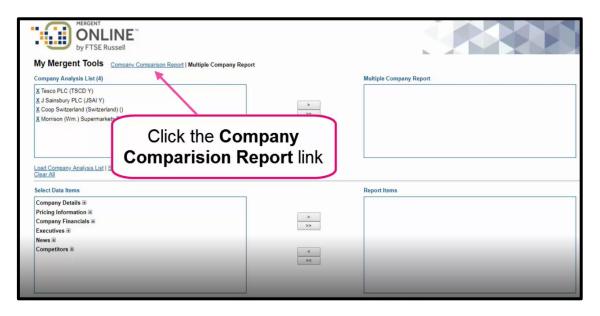
7. From the list page click on Add to Company Analysis List.



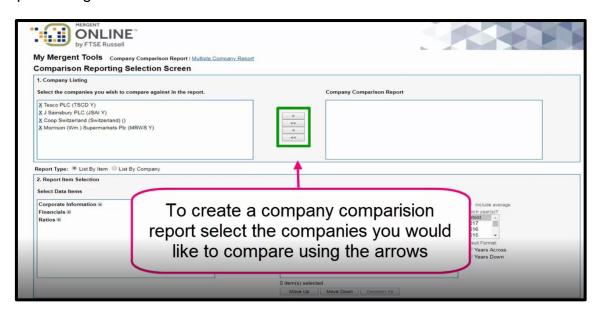
8. Click on **Company Analysis List (4/500)** from the **My Mergent Tools** drop-down menu.



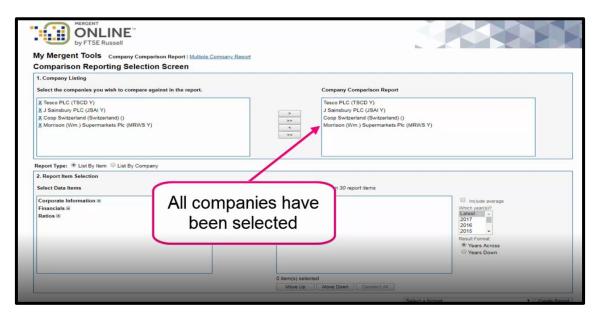
9. Click the Company Comparison Report link.



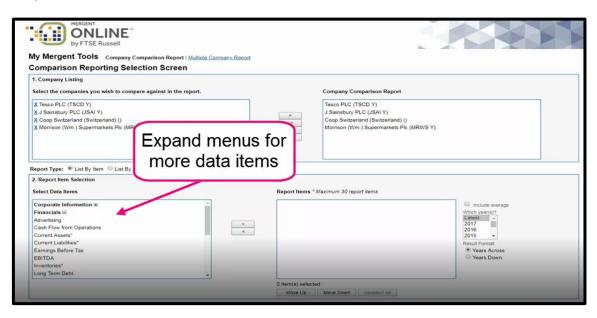
10. To create a company comparison report select the companies you would like to compare using the arrows.



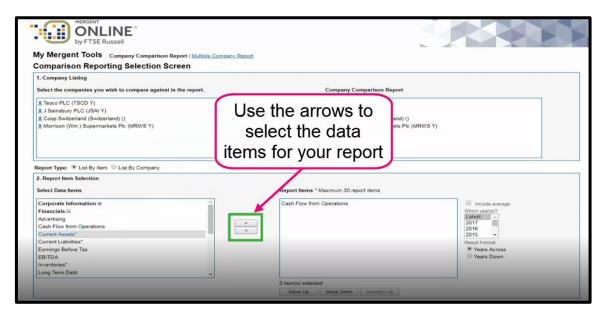
11. All companies have been selected.



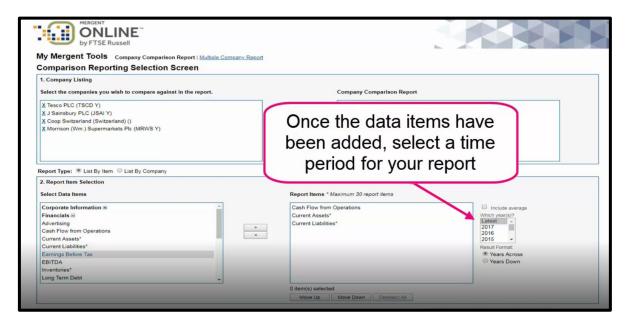
12. Expand menus for more data items.



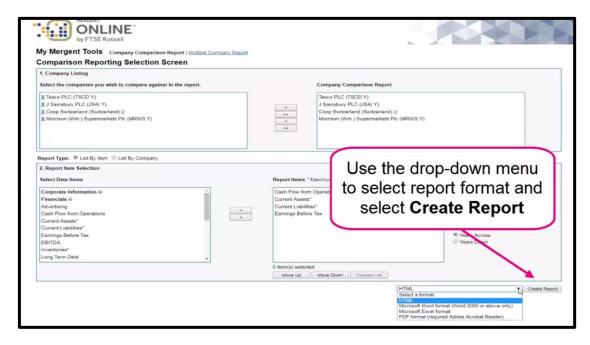
13. Use the arrows to select the data items for your report.



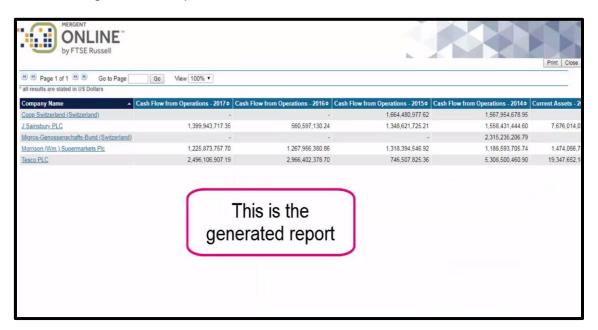
14. Once the data items have been added, select a time period for your report.



15. Use the drop-down menu to select report format and select **Create Report**.



16. This is the generated report.



If you need further help using **Mergent Online** please contact the business librarians at <u>businesslibrarians@brookes.ac.uk</u> or on 01865 485851. Alternatively, please feel free to drop in and speak to us.