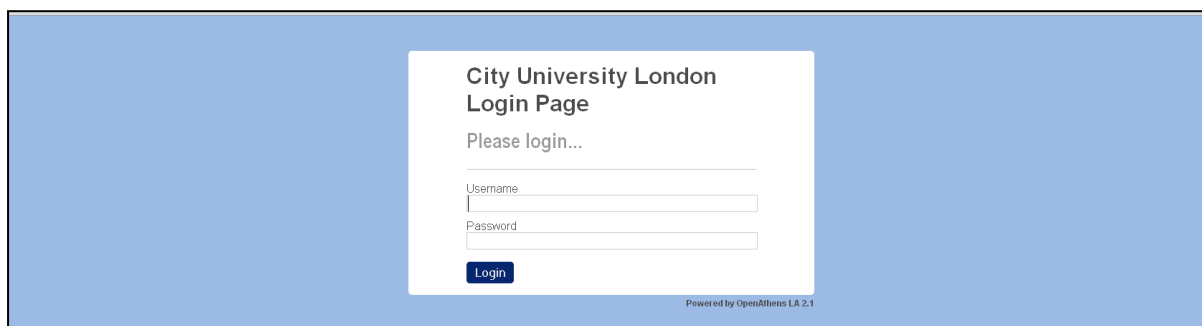


A Beginner's Guide to Searching for Company Information using FAME.

- ▶ Go to **CityLibrary Search**: <http://www.city.ac.uk/library> or the **Cass Library Database list**: <http://www.cass.city.ac.uk/intranet/student/learning-resource-centre/247-e-library>
- ▶ Search for **Fame**.
- ▶ Login using IT username and password:



City University London
Login Page

Please login...

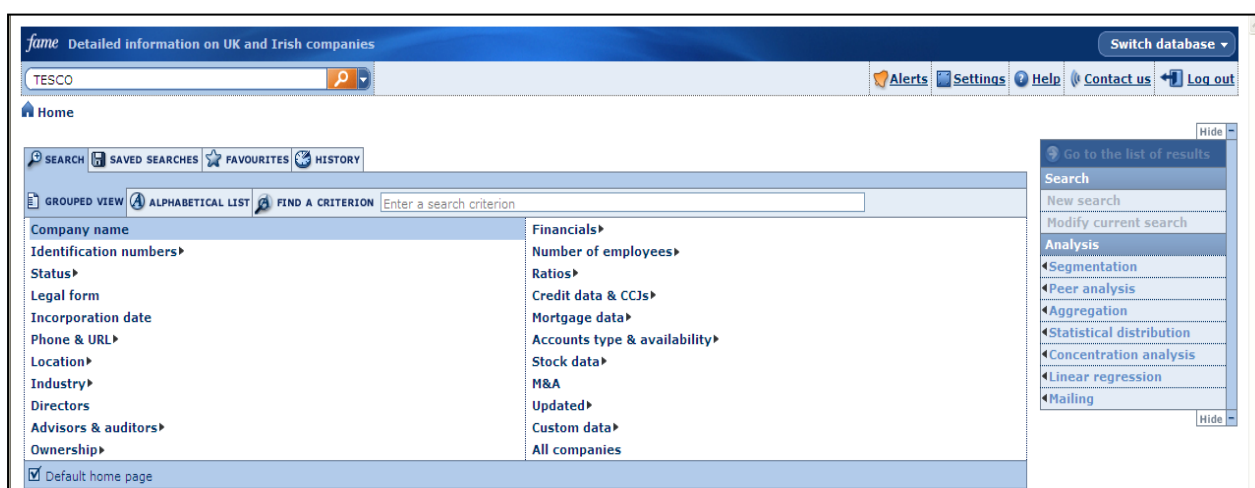
Username

Password

Powered by OpenAthens LA 2.1

Figure 1. Database log-in screen

The Search Screen:



fame Detailed information on UK and Irish companies

TESCO

Alerts Settings Help Contact us Log out

Home

SEARCH SAVED SEARCHES FAVOURITES HISTORY

GROUPED VIEW ALPHABETICAL LIST FIND A CRITERION Enter a search criterion

Company name	Financials▶
Identification numbers▶	Number of employees▶
Status▶	Ratios▶
Legal form	Credit data & CCJs▶
Incorporation date	Mortgage data▶
Phone & URL▶	Accounts type & availability▶
Location▶	Stock data▶
Industry▶	M&A
Directors	Updated▶
Advisors & auditors▶	Custom data▶
Ownership▶	All companies

Default home page

Go to the list of results

Search



- New search
- Modify current search
- Analysis
- Segmentation
- Peer analysis
- Aggregation
- Statistical distribution
- Concentration analysis
- Linear regression
- Mailing

Figure 2. Search screen in Fame.

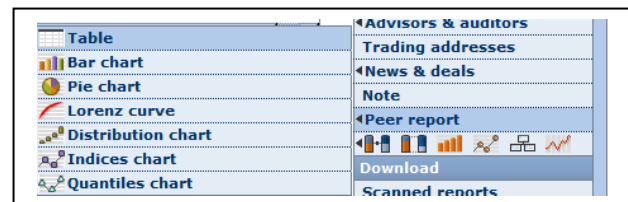
There are two ways to search Fame -

Quick search (as detailed below). Use this when you know the name of the company you are interested in. **Criteria lists** allow you to do equity screening. You can drill-down to find companies from specific industries, locations etc.

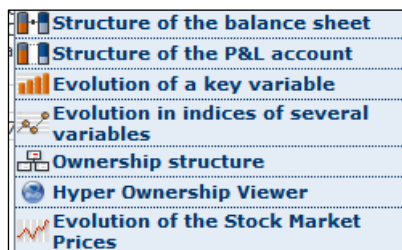
Quick Search

- ▶ In the search box at the top of the screen type in the name of the company you are interested in. For example, Tesco.
- ▶ Now select 
- ▶ You will now have a list of all the companies that have the name Tesco in their title.
- ▶ To view the report of your chosen company select the **Company name**.
- ▶ You can now scroll down the report and view data such as **profit and loss accounts, balance sheets, financial trends and changes**.
- ▶ You can **export** the whole report, or by selecting the section headings on the right you can export a single section. To export any information select .

- ▶ To compare your chosen company with others in the same business environment select the **Peer Report** option on the right hand menu.



- ▶ You can view various graphs from the right hand menu:



Further Help

- ▶ If you need help and support using the databases please contact:

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