Accounting 3343
Research to Support Financial Analysis
Research Assignment (due Oct 16)

- Practice using sources that will help you complete your term project formal report

- Sources to use are specified in research assignment directions

- These and additional useful sources covered in this presentation
Financial analysis of a company

- Gives context for interpreting their financial reports
- Background on the company
  - Line of business / Industry sector
  - Historical information
- Industry context
  - Significant trends and conditions affecting business
  - Major players
  - Relationship of company to industry
Types of materials

- Company documents
  - Annual reports, MD&A, financial statements
  - News releases and publicity

- Financial comparison data
  - Industry norms and ratios
  - Stock markets for public companies

- Industry analysis
  - Rankings within industry
  - Writing about the company or industry sector
Company Information

- **International Directory of Company Histories**
  - Not every company is covered
  - Check for most recent update (cumulative index at end of volumes)
  - Includes recommended readings
  - Shelved in Library Reference Collection
    - (call # HD 2721 I57)

- **Mergent Online**
  - US public companies, selected private companies
  - Updated frequently
  - Search by company, ticker, NAICS or SIC numbers

- **Financial Post -- FPinformart.ca**
  - Canadian public companies
  - Very up-to-date
  - Includes historical reports

- More financial databases listed on Library’s Statistics page
Rogers Communications Inc.

333 Eloor Street East
Toronto, Ontario M4W 1G9
Canada
(416) 935-7777
Fax: (416) 935-3538
Website: http://www.rogers.com

Public Company
Incorporated: 1920 as Famous Players Canadian Corporation
Employees: 10,010
Sales: C$2.84 billion (US$1.83 billion) (1998)
Stock Exchange: Toronto Montreal Alberta Vancouver New York
Ticker Symbol: RCI
NAIC: 51322 Cellular & Other Wireless Telecommunications; 513112 Radio Stations; 51312 Television Broadcasting; 513211 Cable Networks; 51339 Other Telecommunications; 51112 Periodical Publishers; 53223 Video Tapes & Disc Rental

The largest communications company in Canada, Rogers Communications Inc. functions as a holding company for two main wholly owned subsidiaries—Rogers Cablesystems Limited and Rogers Media Inc.—and for the 51-percent-owned subsidiary Rogers Cantel Mobile Communications Inc. The publicly traded Cantel, which is 33 percent owned by a joint venture of AT&T Corp. and British Telecommunications PLC, is Canada's largest wireless telephone company and the only company licensed to operate in the 1900 MHz frequency band in Canada. Rogers Communications Inc. offers a high-speed Internet access service via cable (Rogers@Home) and runs the country's second largest chain of video rental stores (Rogers Videos). Rogers Media's operations include broadcasting, publishing, and new media. In broadcasting, Rogers Media owns and operates 19 radio stations, a television station (CFMT-TV), and a home shopping service (The Shopping Channel), and owns minority interests in a pay-per-view television network (Viewer's Choice Canada Inc.) and in two specialty cable programming services (Outdoor Life Network and CTV Sports Net). The publishing operations are handled within Maclean Hunter Publishing Limited, which Rogers Communications acquired in 1994 and which produces 16 consumer magazines and 45 business publications; it is best known for Maclean's, Canada's English-language weekly news magazine, with a readership of 2.3 million. Rogers' new media activities center around investments in leading Internet brands such as Quicken Canada and Electric Library Canada.

On three notable occasions, Edward S. Rogers, Jr., challenged conventional wisdom while orchestrating the development of his company, refusing to heed the advice of those purporting to know better. Each instance proved to be instrumental to the growth of Rogers Communications and greatly contributed to Rogers' personal success, helping him earn the epithet most sought after by entrepreneurs: self-made billionaire. First, Rogers decided to enter the FM radio broadcasting business, which raised the eyebrows of disbelieving critics who declared that FM radio would never be popular. Next he made the decision to enter the cable television business, while onlookers proclaimed that consumers would never pay for television. Then, in the mid-1980s, Rogers set his sights on the nascent cellular telephone business, but the board of directors of Rogers Communications rejected his proposal. Rogers Communications
AT&T's services, technology, and marketing—a pooling up over Cantel's phone company rivals and the newcomers. Rogers Communications had also entered the phone business through an entity called Rogers Networks, which was renamed Rogers Telecom Inc. in 1996. AT&T had become an Internet service provider through the Rogers WAVE. In April 1997 Rogers joined with a Corporation in a venture through which it began high-speed cable Internet access under the name Rogers Home. In support of its Internet ventures, Rogers began using its cable systems with upgraded two-way cable, as available to 78 percent of Rogers Cable systems by year-end 1998.

By 1998 Rogers Communications exited from the local market by selling Rogers Telecom to Calgary-based Communications Corp. for $600 million in cash and $2 million in MetroNet worth an initial $400 million. The company used the cash to pay down debt. Also in 1998 Cantel began a turnaround, thanks to streamlining, costs, improving customer service, and introducing relaxed rate plans.

In 1999, Rogers stepped up its alliance strategy in 1999, entering into some of the biggest names in communications. In a deal announced in July and closed the following month, Micronet paid $600 million (US$400 million) for a 9.2 percent stake in Rogers Communications. The deal provided the company with much needed cash for paying off debt and funding projects, in return for the company agreeing to use its software in a minimum of one million set-top boxes for television. Rogers also deepened its relationship with AT&T. Earlier in the year AT&T had entered into a joint venture with British Telecommunications PLC (BT) that merged the companies' international operations. In August, AT&T spent C$1.4 billion (US$934 million) for a 49 percent stake in Rogers Cantel, providing Rogers Communications with another opportunity to pay down debt. Cantel, Rogers Media Inc., Maclean Hunter Publishing Limited, Rogers Broadcasting Limited.

Further Reading

—, "Up in the Air: Long-Distance Competition Squeezes New Phone Companies," Maclean’s, May 8, 1995, p. 50.
"Famous Players Canadian Corp.," Financial Post, June 5, 1965, p. 35.
Garneau, George, "Maclean Hunter Agrees to Be Bought by Rogers," Editor & Publisher, March 19, 1994, p. 50.
Jackson, Basil, "Building Hustle Ahead As Movies Try Comeback."
Statistics and Data

Statistical and data resources available at Saint Marys include Statistics Canada, business and international sources.

Please contact us if you need assistance getting free teaching or research access to Statistics Canada materials.

To get started with data and statistics, or to learn about statistics tools, see our Library Guide to Statistics

Statistics

CANSIM Multidimensional via U of T CHASS
Datastream (in library only)
Dun & Brad. Norms & Ratios (in library only)
E-Stat
Equinox (on campus only)
Fpinformart.ca
IMF - Data Library (International & Government Financial Statistics) (on campus only)
Mergent Online
Mergent WebReports (formerly Moodys Manuals)
Microdata Analysis and Subsetting with SDA via U. of T
Morningstar (in library only)
Research Insight/Global Vantage (in library only)
Statistics Canada Library Catalogue
Statistics Canada Web Site
Stats Canada downloadable Publications
TSX E-Review (on campus only)
TSX Online via U. of Toronto (on campus only)
World Bank Data
World Development Indicators
welcome
Infomart is Canada's largest provider of news & broadcast media monitoring, financial and corporate data.

news monitoring
Over 5000 news sources, including newspapers, wires, magazines, online and blogs.

broadcast monitoring
Monitor real time video from 82 Canadian television channels, including national & local newscasts, current events programming, and up to the minute content from major news channels. Ongoing monitoring of 50 Canadian radio stations.

financial & corporate data
FP Advisor contains detailed information about Canadian public and private companies, company directors, archival financial information, special analytical tools, and a lead list generator.
Barrick Gold Corporation
TD Canada Trust Tower, Brookfield Place, 3700-161 Bay St,
PO Box 212
Toronto, ON
M5J 2S1
Tel: (416) 861-9911
Toll-free: (800) 720-7415
Fax: (416) 861-2492

Contact Name
Deni Nicoski

FP 500 2008 Ranking
FP 500 - Sales: 57; Assets: 31; Income: 34

Company Information
Explores for, develops and operates gold and copper properties, with direct interests in producing gold mines in the U.S., Canada, Australia, Papua New Guinea, Peru, Argentina and Tanzania and producing copper mines in Australia and Chile. Major gold development projects are located in the U.S., Chile, Argentina, the Dominican Republic and Tanzania and a major copper development project is held in Chile. Also has operations in Pakistan, Russia and South Africa.

Key Executives
Aaron W. Regent, CEO
Jamie C. Sokalsky, CFO

FP Advisor Coverage
For more information on Barrick Gold Corporation, please visit:
- FP Historical Reports
- FP Corporate Analyzer
- FP Corporate Surveys
- FP Directory of Directors
- FP New Issues
- FP Dividends

Top Industry Players
Gold

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Revenue (000's)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Barrick Gold Corporation</td>
<td>6,800,568</td>
</tr>
<tr>
<td>Goldcorp Inc.</td>
<td>2,370,103</td>
</tr>
<tr>
<td>Kinross Gold Corporation</td>
<td>1,173,882</td>
</tr>
<tr>
<td>Yamana Gold Inc.</td>
<td>802,376</td>
</tr>
<tr>
<td>IAMGOLD Corporation</td>
<td>755,584</td>
</tr>
</tbody>
</table>
Canadian Tire Corporation operates in four main businesses namely Canadian Tire Retail, a general merchandise retailer operated by Associate Dealers, online shopping channel and PartSource; Mark's Work Wearhouse, a clothing and footwear retailer, operating under the Mark's Work Wearhouse's banner and in Quebec, "LEquipeur®"; Canadian Tire Petroleum, an independent retailer of gasoline; and Canadian Tire Financial Services, which markets a range of Canadian Tire-branded credit cards, including the Canadian Tire Options® MasterCard® and Gas Advantage® MasterCard®, and personal loans, insurance and warranty products, and an emergency roadside assistance service.
Industry Information

- SIC = Standard Industrial Classification
- NAICS = North American Industrial Classification System
- Companies will have a primary industry code
  - May also have other codes reflecting aspects of their businesses
- Industry Ratios
  - Used to compare companies to overall performance in industry
Additional Industry Analysis

- Dun & Bradstreet Industry Norms and Ratios (In library only)
- Standard & Poor’s Industry Surveys
  - American source, but bell-weather information for each sector
  - Print source
- Industry Canada (www.ic.gc.ca)
Business and Industry News

- ABI Inform
- EBSCO Business Source Premier (coming soon!)
- CBCA
  - All contain: scholarly journals, industry trade journals, business news sources
  - [http://www.smu.ca/library](http://www.smu.ca/library)

Advanced search options
- Turn off full text searching (increases relevance of search results)
- Company/Org field – for individual companies
- Search by industry codes
- Limit by dates
Advanced Search

Look up Citation | Command Line | Find Similar | Data & Reports

shoppers drug mart

AND ( ) OR ( )

AND ( ) OR ( )

Add a row | Remove a row

Search options

Limit to: [ ] Full text [ ] Peer reviewed

Date range: All dates

Show less ▲

Company/organization:

NAICS code:

Classification code:

Location:

Person:

Show more fields

Source type: [ ] Select all

Company/organization – ORG

Location – LOC

Person – PER

Product name – NP

More options

Classification – CC

ISSN – ISSN

NAICS code – NAICS

Reference – REF

Cited author – CAU

Cited document title – CTI

Cited publication date – CYR

Dissertations & Theses

Health & Medicine
Additional news sources

- Eureka
  - Canadian and international newspapers and other news sources

- Lexis-Nexis
  - International newspapers, business and legal information

- Individual news sources
  - Check Journals A to Z, or Novanet for holdings
    - Some may be in print, some in microfilm
Shoppers Drug Mart kicks off 50th anniversary with a 16-day celebration
Canada NewsWire (english) - 05/09/2012 - 15:52:00 UTC -0400 - 1596 words
with more than $500,000 in prizes TORONTO, Sept. 5, 2012 /CNW/ - Starting September 8th, Shoppers Drug Mart kicks off its spectacular 50th anniversary celebration in store with a multitude of

Shoppers Drug Mart® Unveils "50 Fabulous Years" Digital Hub, Bringing Five Decades to Life Online
Canada NewsWire (english) - 09/08/2012 - 10:00:00 UTC -0400 - 900 words
Anniversary in September TORONTO, Aug. 9, 2012 /CNW/ - One customer at a time since 1962, Shoppers Drug Mart has become a trusted retailer and go-to advisor for Canadians from coast

Shoppers Drug Mart Raises $2.17 Million for the Advancement of Canadian Women's Whole Health
Canada NewsWire (english) - 03/11/2011 - 09:30:00 UTC -0400 - 664 words
Celebrates Its 10th Year TORONTO, Nov. 3, 2011 /CNW/ - Thanks to the incredible support of Shoppers Drug Mart Associate-owners, employees and customers across Canada, Shoppers Drug Mart's 10th annual

Shoppers Drug Mart Raises $2.8 Million for the Advancement of Canadian Women's Health Through the 11th Annual Tree of Life Campaign
Canada NewsWire (english) - 08/11/2012 - 10:21:00 UTC -0500 - 531 words
TORONTO, Nov. 8, 2012 /CNW/ - Thanks to the incredible support of Shoppers Drug Mart Associate-owners, their store
1. Loblaw earns Top Employer for Young People Award, News Bites Canadian Markets, September 26, 2012 Wednesday, 773 words
2. Loblaw earns Top Employer for Young People Award, Canada NewsWire, September 25, 2012 Tuesday 6:59 AM Eastern Time, 784 words
3. Loblaw Earns Top Employer For Young People Award, Market News Publishing, September 25, 2012 Tuesday 3:48 AM PST, 855 words
4. Loblaw hosts an oceans-to-plate debate with Alexandra Cousteau, Canada NewsWire, September 7, 2012 Friday 8:00 AM Eastern Time
5. Thanks Loblaw customers, colleagues and employees! More than $8.6 million contributed to families, charities and not for profits in Canada, Time, 1135 words,
6. Thanks Loblaw Customers, Colleagues And Employees! More Than $8.6 Million Contributed To Families, Charities And Not For Profits In Canada, Time, 1205 words
7. Thanks Loblaw Customers, Colleagues And Employees! More Than $2 Million Contributed To Families, Charities And Not For Profits In Canada, Time, 1255 words
8. Thanks Loblaw customers, colleagues and employees! More than $2 million contributed to families, charities and not for profits in Atlantic Canada, Time, 1195 words,
9. Loblaw Named a Finalist for Prestigious Seafood Champion Award, Canada NewsWire, July 31, 2012 Tuesday 6:59 AM Eastern Time,
10. Loblaw Awards More Than $250,000 To After School Programs Across Canada, Market News Publishing, June 27, 2012 Wednesday
Remember to evaluate information

- How current is this information?
- How objective is this information?
  - You should draw on a range of sources beyond the company website
- What is the source?
  - Press release?
  - Newswire?
  - Trade journal or analytical article?
- Who is quoted in the article?
  - President or Vice-President?
  - Non-company commentator?
Public Company Filings

- Canadian Securities Administrators
  - SEDAR: www.sedar.com
- SEC (Securities Exchange Commission)

- Other sources of many reports
  - Corporate website of company
  - Mergent Online
Socioeconomic information

- **Statistics Canada**
  - Numerical data about the people and economy of Canada, including broad industry sectors
  - Statistics Canada website ([www.statcan.gc.ca](http://www.statcan.gc.ca))
  - CANSIM: socioeconomic data
  - Census

- **United States**
  - Bureau of Economic Analysis ([www.bea.gov](http://www.bea.gov))
  - US Census ([http://www.census.gov](http://www.census.gov))
Internet Sites

- Company web pages
  - The “public” face of the company
  - Information for investors, media, press releases
- Independent information
  - Business blogs, news sources
- Industry associations
  - Overview of trends and statistics
- Much “quality” business information tends not to be free on the web

Evaluate web information for signs of quality!
- Tutorial: [http://www.smu.ca/administration/library/evaluatingwebsources.html](http://www.smu.ca/administration/library/evaluatingwebsources.html)
Google Tip

- Google has an advanced search option
Advanced Search

Find pages with...

all these words: google

this exact word or phrase: 

any of these words: 

none of these words: 

numbers ranging from: to 

Then narrow your results by...

language: any language

region: any region

last update: anytime

site or domain: 

To do this in the search box.

Type the important words: tri-colour rat

Put exact words in quotes: "rat terrier"

Type OR between all the words you want: miniature OR standard

Put a minus sign just before words that you don’t want: -rodent, -"Jack Russell"

Put two full stops between the numbers and a word in a measurement: 10..35 kg, £300..£500, c. 2000

Search one site (like wikipedia.org) or a domain like .edu, .org or .gov

Search for terms in the whole page, page title or URL
Academic Writing

“If you didn’t write it, you must cite it”

Style manual
  ◦ American Psychological Association (APA)

How to cite in-text:
  ◦ http://www.smu.ca/webfiles/APAText2009_ms-1.pdf

How to cite in your reference list:
  ◦ http://www.smu.ca/webfiles/APAReference2009_ms-1.pdf

Writing Centre APA guide
Getting help!

- Information and Research Desk
  - In–person research assistance in the library
  - 420–5544
  - research@smu.ca
  - Appointment with a librarian

- Live Help
  - Chat reference, province–wide service
  - Best for general questions

- Library guide for Accounting students
  - http://libguides.smu.ca/accounting
Questions?
Thank You

Patrick Power Library
Saint Mary’s University
2013