

MBS Library Service

Fame: Company Information (UK & Eire)

Introduction

Fame is a financial analysis database providing company information for over 2.8 million UK & Irish companies, and searchable via a wide range of criteria. Fame provides a range of financial data and data-charts including:

- Company overviews: contact details, business descriptions, industry codes and status
- Up to 10 years financial data (profit/loss, balance sheet, cash-flow)
- Financial Ratios
- Company shareholders and directors
- Holdings & subsidiaries

How can Fame help me?

The detailed data provided in Fame can help to:

- Analyse and monitor company financial performance
- Understand company structures
- Research and analyse leading market players
- Compare competitors and create peer analysis reports
- Identify listings of companies by sector, region, company size
- Research company shareholders and directors

Accessing Fame

- Fame can be accessed via the **E-Resources** section of the MBS Library Website:

<http://www.mbs.ac.uk/library>

- Select "**Databases**", "**Companies**". You can then click on the link to Fame from the list of databases which appears.
- Your Central University username and password is required for off-campus access

Using Fame

The database provides two search options:

- Quick Search
- Expert Search

Once you have run your search(es), the database also allows you to manipulate & export your listings of results. You can also view and export company reports and data.

You are also able to run a variety of analyses to compare and contrast the data you retrieve.

Fame also provides a comprehensive Help facility. Click on the Help icon (located at top right of screen) at any time for detailed step-by-step instructions. The **Quick Tour** feature provides a series of useful introductory videos.

Fame: Searching

The **Quick Search** is located at the top of the screen and allows you to select companies in one easy step. You can search for companies using a variety of criteria such as *Name, SIC code or Location*.

Quick Search is a good option if you are searching for a specific company, as in the example below, where we have specified "Tesco".



Select the search criteria, by which you want to run your search, from the drop down list.

Next, type in the details of what you are looking for, then click on the spyglass icon to run the search

The **Advanced Search** (located underneath **Quick Search**) gives you access to a much wider range of search criteria. You can easily combine a number of these criteria to create very detailed, targeted searches, and generate lists of companies which match what you are looking for:

The example below demonstrates how to combine a number of search criterions to develop a detailed search. For the purposes of this example we will search for the following:

"Companies based in Manchester, with a turnover greater than 5 million, which are engaged in the manufacture of food & drink".



Here we have used the **Grouped View** to look for our first Search criteria. After selecting the **Location** grouping – We can select **Postal Regions** in order to search for *Manchester*.

Note that you can also view an **Alphabetical list** of all the different search criteria – You can also type what you are looking for (e.g. "Turnover") by using the **Find a criterion** option.

These options are highlighted in Red.

Country Region, Postcode area, City Postcode County Telephone dialling area Address No. of trading addresses Own class

Select the geographic classification you wish to use for your selection: Postal regions

Registered Office address Primary trading address Trading addresses if no primary trading address All trading addresses

Enter word(s) separated by a space or a comma and click on "Search":

Manchester

1 - 2

Location

Manchester

Manchester (M)

Number of selected regions :
Number of selected companies:

Selection

Manchester

Or activate the check-box(es) below:

East Midlands

Eastern

London Inner

London Outer

Northern Ireland

North West

Northern

Scotland

South Eastern

South Western

Southern

Wales

West Midlands

Yorks & Humber-side

Republic Of Ireland

Guernsey, Isle of Man, Jersey

OK

Once you have selected a criterion another screen appears allowing you to enter the specific information:

1. Type "Manchester" in the search box, a list of matching entries will appear, use the checkbox to make the appropriate selection.
2. Your selection will appear in the right hand pane of the screen.
3. Click **OK** to add your selection to the search strategy.

SEARCH SAVED SEARCHES FAVOURITES HISTORY

GROUPED VIEW ALPHABETICAL LIST FIND A CRITERION Enter a search criterion

Company name

Identification numbers ▶

Status ▶

Legal form

Incorporation date

Phone & URL ▶

Location ▶

Industry ▶

Directors

Advisors & NAACE Rev. 2 classification

Ownership

US SIC classification

Default h NAICS 2007 classification

Major sectors

SEARCH STRA All companies with Overview information

Own classifications ▶

Financials ▶

Number of employees ▶

Ratios ▶

Credit data & CCJs ▶

Mortgage data

Accounts type & availability ▶

Stock data ▶

M&A

Updated ▶

Custom data ▶

All companies

Save Print Clear all steps

	Step result	Search result
<input checked="" type="checkbox"/> 1. All active companies (not in receivership nor dormant)	2,509,248	2,509,248
<input checked="" type="checkbox"/> 2. Postal regions: Prim. trading address, R/D address: Manchester	130,662	36,261
TOTAL : 36,261		

Boolean search 1 And 2 Refresh

View list of results

4. You will now be returned to the main search screen – Notice how our search step selecting *Manchester* has been added to the **Search Strategy** box at the foot of the screen. The numbers indicate how many companies will be available to list using the current search strategy (i.e. there are 36,261 companies based in Manchester).
5. You can now add the next stage of the search strategy – To add "Food and Drink manufacturers" to the search, first select **Industry**, then select **UK SIC (2003) classification**.

Trade description Industry classifications Major sectors Own industry classifications

Load from disk

Select the industry classification you wish to use for your selection: UK SIC (2003)

All codes Primary codes only Secondary codes if primary is a holding

Enter word(s) and/or code(s) separated by a space or a comma and click on "Search"

Number of selected codes: 1
Number of selected companies: 17,730

Code - Description

15. Manufacture of food products and beverages

Activate the check-box(es) corresponding to the industry(ies) you wish to select:

01. Agriculture, hunting and related service activities
 02. Forestry, logging and related service activities
 05. Fishing, operation of fish hatcheries and fish farms; service activities incidental to fishing
 10. Mining of coal and lignite; extraction of peat
 11. Extraction of crude petroleum and natural gas; service activities incidental to oil and gas
 12. Mining of uranium and thorium ores
 13. Mining of metal ores
 14. Other mining and quarrying
 15. Manufacture of food products and beverages
 16. Manufacture of tobacco products
 17. Manufacture of textiles
 18. Manufacture of wearing apparel; dressing and
 19. Tanning and dressing of leather; manufacture of luggage, handbags, saddlery, harness a
 20. Manufacture of wood and of products of wood and cork, except furniture; manufacture o
 21. Manufacture of pulp, paper and paper products; publishing and printing
 22. Publishing, printing and reproduction of recorded media
 23. Manufacture of coke, refined petroleum products and nuclear fuel
 24. Manufacture of chemicals and chemical products
 25. Manufacture of rubber and plastic products
 26. Manufacture of other non-metallic mineral products
 27. Manufacture of basic metals
 28. Manufacture of fabricated metal products, except machinery and equipment
 29. Manufacture of machinery and equipment not elsewhere classified
 30. Manufacture of office machinery and computers

Callout 6: 15. Manufacture of food products and beverages

Callout 7: 15. Manufacture of food products and beverages

Callout 8: OK

6. Manufacture of Food Products & Beverages is Number 15 so click this box – N.B. These headings can be expanded to select more specific industry headings. There is also a search facility at the top of the screen where you can directly enter details of the industry you're looking for.
7. Your selection will appear in the right hand pane of the screen.
8. Click **OK** to add your selection to the search strategy.

Companies News M&A deals Industry research

Enter company name, registered number or ticker

Alerts Settings

Home

SEARCH SAVED SEARCHES FAVOURITES HISTORY

GROUPED VIEW ALPHABETICAL LIST FIND A CRITERION

Company name
 Identification numbers▶
 Status▶
 Legal form
 Incorporation date
 Phone & URL▶
 Location▶
 Industry▶
 Directors
 Advisors & auditors▶
 Ownership▶

Financials▶ Balance sheet
 Number of employees▶ Profit & Loss account
 Ratios▶ Cash Flow statement

Credit data & CCJs▶
 Mortgage data
 Accounts type & availability▶
 Stock data▶
 M&A
 Updated▶
 Custom data▶
 All companies

SEARCH STRATEGY

Step	Search result	Search result
1. All active companies (not in receivership nor dormant)	2,509,248	2,509,248
2. Postal regions: Prim. trading address, R/O address: Manchester		36,261
3. UK SIC (2003): All codes: 15 - Manufacture of food products and beverages		120
TOTAL		120

Boolean search 1 And 2 And 3 Refresh

View list of results

Callout 9: UK SIC (2003): All codes: 15 - Manufacture of food products and beverages

Callout 10: Profit & Loss account

9. Notice how this latest step has been added to the search strategy – As you would expect combining the steps greatly reduces the number of results (This tells us there are 120 companies manufacturing food & beverages based in Manchester)
10. Now move onto the final stage of the search – To select **Turnover** you will need to select **Financials**, then click on the **Profit & Loss Account** tab.

11. Entering 5000 in the **Minimum** value box will ensure that we only retrieve companies with a turnover greater than 5 million.
12. You can use the **Top** drop down menu to select only the top 10, 25, 50 companies if you wish.
13. Click on **OK** to add this final search step in

SEARCH STRATEGY		Save	Print	Clear all steps
		Step result	Search result	
X	<input checked="" type="checkbox"/> 1. All active companies (not in receivership nor dormant)	2,508,006	2,508,006	
X	<input checked="" type="checkbox"/> 2. Postal regions: Prim. trading address, R/O address: Manchester	130,833	36,225	
X	<input checked="" type="checkbox"/> 3. UK SIC (2003): All codes: 15 - Manufacture of food products and beverages	17,788	119	
X	<input checked="" type="checkbox"/> 4. Turnover (th GBP): Last available year, min=5,000	67,513	18	
Boolean search 1 And 2 And 3 And 4				TOTAL : 18

14. The **Search Strategy** box at the foot of the screen displays the number of companies which comply with each search step (in this case 18)
15. The Boolean search box allows you to specify how you want to link each search step – Use “AND” “OR” or “AND NOT” to define how each step is linked (AND is the default option)
16. Finally click on **View List of Results** to display all the companies which match your search criteria.

Fame: Listing

			R/O Full Postcode	Registered number	Primary UK SIC (2003) code	Latest accounts date	Latest Operating Revenue (Turnover) th GBP Last avail. yr	Latest No of Employees Last avail. yr	Add
1.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>							
2.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>							
3.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>							
4.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>							
5.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>							
6.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>							
7.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>							
8.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>							
9.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>							
10.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>							
11.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>							
12.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>							
13.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>							
14.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>							
15.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>							
16.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>							
17.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>							
18.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>							

The list of companies complying with your chosen search criteria displays as above. Note that you can modify your original search (or create a new one), by using the navigation menu on the right hand side.

1. The shaded column indicates the criteria by which the list is sorted (in this case Turnover)
2. You can change the lead criteria for sorting by clicking on the arrows in the relevant column
3. You can remove unwanted columns by using the "delete" icon
4. To access a report of an individual company within the list simply click on the company name.



The list toolbar is located above the list results and provides a number of useful options. Click on the relevant icons to:

- Save your search strategy and save results for later consultation (Remember to give this a memorable name as it will be stored on the publisher's server).
- Delete companies from the search
- Set up email alert notifications (You will be notified when updated data for the companies on your list becomes available).
- Export your list to *Microsoft Excel*
- Email the list to a nominated email account.
- Print the list in full.

Fame: Reports

1 PG Locate Edit Sections Alert me Export Send Print

5 Kellogg Marketing And Sales Company (UK) Limited
Manchester, M16 0PU (England)
Registered no 03237431
Status Active

4 Legal & accounts information
Last change of name : 24/09/1996
Previous name(s) : 24/09/1996 EMERGEACE LIMITED/KELLOGG MARKETING AND SALES COMPANY (UK) LIMITED
Status Active
Legal form Private Limited
Date of incorporation 13/08/1996
BvD indep. indicator D
Registered accounts type Full accounts
Latest accounts date 31/12/2009
No of available years 10

3 Size & main activity
Op. Revenue (Turnover) 666,742 th GBP
P/L for Period (Net Income) 6,978 th GBP
Total Assets 189,128 th GBP
No of Employees 352
No of recorded shareholders 1
No of recorded subsidiaries 0
Trade description The marketing and sale of breakfast cereals and convenience foods.

2 Back to list of results
Search
New search
Modify current search
Define the format
Report format
Display a specific section
Customised section
PowerPoint templates
Contact details
Legal & accounts info
Size & main activity
Industry & brand names
Industry research
Financials & ratios
User defined variables
Credit data & CCJs
Gazette data
Stock data
Directors & contacts
Ownership
Mortgage data
Filing details
Advisors & auditors
Trading addresses
News & deals
Note
Peer report
Download
Original documents

Key financials & Employees

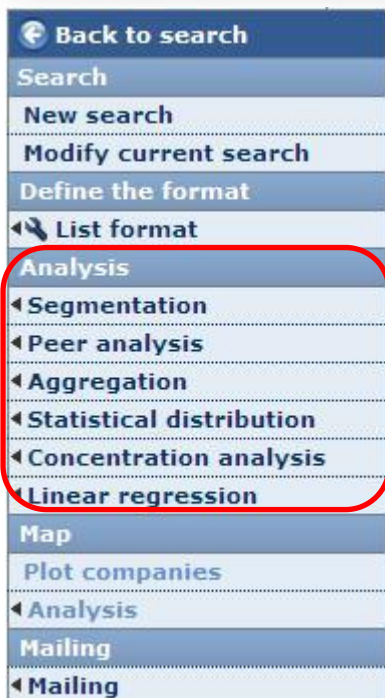
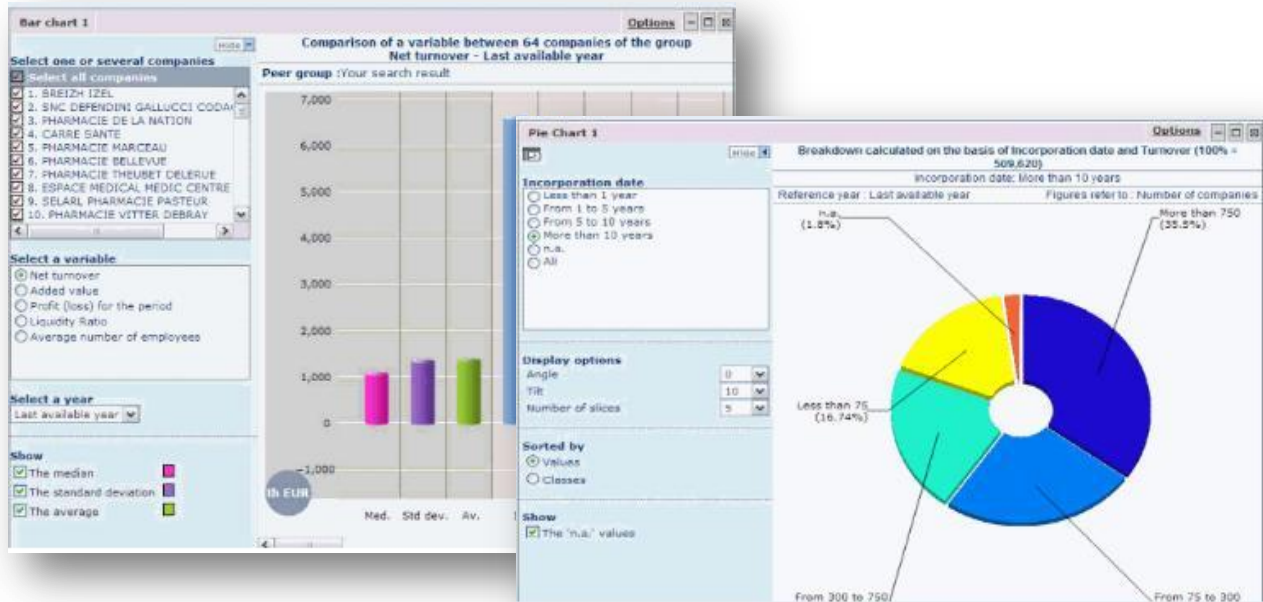
	31/12/2009 th GBP	31/12/2008 th GBP	31/12/2007 th GBP	31/12/2006 th GBP	31/12/2005 th GBP	31/12/2004 th GBP	31/12/2003 th GBP
Turnover	666,742	627,902	566,895	539,640	510,044	514,340	492,000
Profit (Loss) before Taxation	9,726	8,447	2,853	408	14,987	55,166	32,000
Net Tangible Assets (Liab.)	56,521	30,155	29,879	172,815	171,540	161,049	123,000

Once you have clicked a company name from the results list the individual report will display in full:

1. You can use these arrows to navigate through individual reports from all the companies in the list.
2. Use the **Report format** button if you want to change the way the report is displayed. Clicking on **New report** or **Add/ remove sections** will take you to the report wizard – This allows you to create your own version of a company report which displays only the sections you are interested in.
3. Click on any of the individual report sections to display only that section in full on the screen.
4. Each individual section has icons which allow you to maximise, hide or delete the section. Once maximised you can export sections individually. Some sections containing data have a layout button which can be used to add or remove various data elements from that section.
5. The toolbar again presents similar options to those provided at the list stage, allowing you to set up alerts, export data and print.

Fame: Analyses

Once you have run a search, you are able to run a variety of powerful analyses on your search results:



Analyses become available once you have run a search – Access via the navigation menu on the right hand side of the screen:

- **Segmentation:** Allows a two dimensional analysis on selected companies and variables.
- **Peer Analysis:** Allows you to compare selected companies using fully customizable tables and graphs.
- **Aggregation:** Allows you to sum up the lines of selected companies' accounts, and view in customizable tables and graphs.
- **Statistical distribution:** Allows you to analyse how a specific variable is distributed in a group of companies.
- **Concentration analysis:** Allows you to determine the weight of each selected company for any financial variable.

For detailed information on how to run a specific analysis – use the **Help** option at the top of the screen

The **Quick tour** feature has a separate video entitled **Analyses** which shows you how to construct a detailed analysis of your choice.

Further Support

A full research and enquiry service is available across the Eddie Davies Library & Precinct Library during core hours. You can contact us in person, or alternatively by telephone or email.

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