Why do I like Mergent Online?

Mergent Online is a company information database that can be used to obtain in depth financial history of a company. This database provides extensive analysis of companies such as information on a company’s ownership, a company financials, and even gives you details about a business’s competitors.

You can search a specific company by clicking on the “Industry Analysis” tap from the homepage. This will bring you to a page that provides a very detailed analysis of a company. For instance, below I decided to search for CVS Pharmacy. One of the many things I have access to is an analysis of this company’s ownership. This provides me with information such as the top twenty five shareholders of the company which is circled below.

How have I used Mergent Online?

I have used this database for a Business Analysis report project for my Business 1000 where we had to present annual report summaries for my company which was Amazon. Mergent Online provides information such as company financials that lists information such as the company’s total revenue for year and a company’s total assets. You also have access to very detailed charts that for example explain a company’s price per share over time as shown in the picture above.
How can I use Mergent Online?

Another research tool I found useful on this database was the “news” tab. By selecting this tab, Mergent Online provides you with links to articles that contains information on recent headlines a company has made. This can be very useful in doing research because you can keep track of the latest moves a company is making such as the company making a partnership with another company.