

FINANCIAL ANALYSIS MADE EASY (FAME)

Workbook

Finding a specific company report	2
Finding companies matching two or more criteria (location & industry)	3
Company lists : selecting order of results and columns displayed	4
Creating a peer report for a company, e.g. Vax Ltd.....	6
Comparing companies by peer analysis.....	7
Export a list to Excel.....	8
Searching on dormant companies	9
Further analysis of data	12
Further help	12

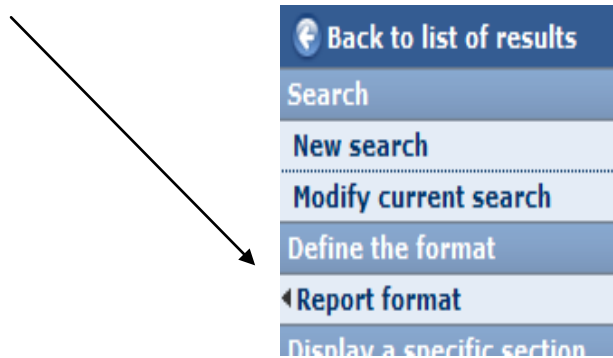
You may like to try out these exercises to familiarize yourself with FAME's interface, functionality and coverage.

Finding a specific company report

Enter the name of the company, e.g. **VAX**. Click on 

Results

The entry for VAX Ltd should be displayed. To view different types of report go to the menu on the right of the screen & select **report format**



Standard Report = covers 10 years, includes key financials, balance sheets, profit & loss and lots of other sections.

Full Report = contains the same information as the standard report, plus extra sections on filings, industry, brand names, plus lots of graphs & indices to show structure of balance sheet and profit & loss.

TIP:

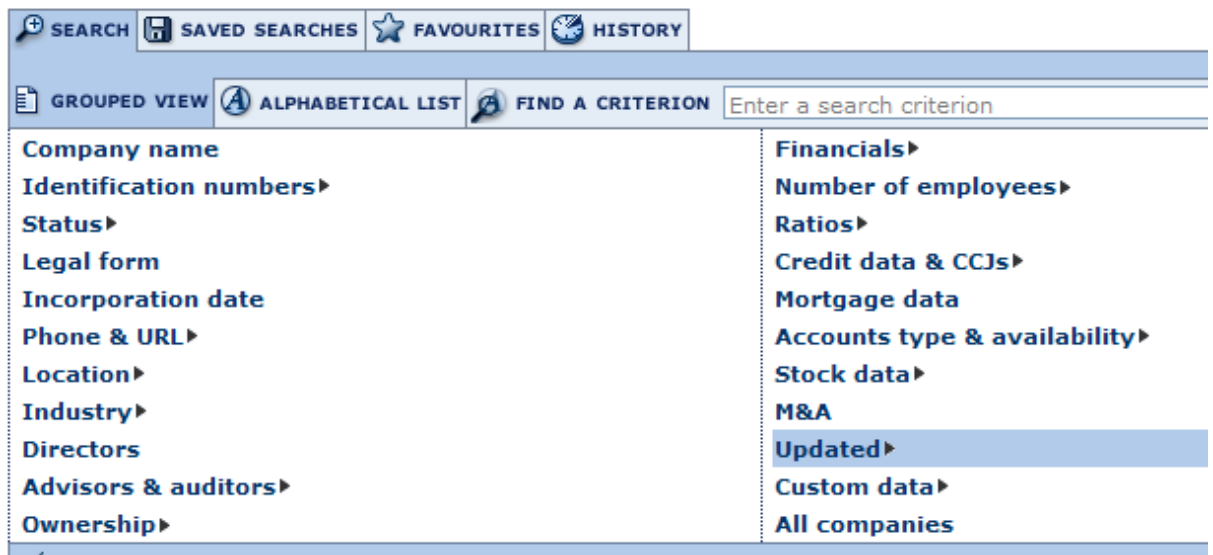
To start a brand new search, click on  **Home** > in the top left of screen to return to the home page

Then Clear Search by clicking on  to start afresh

Finding companies matching two or more criteria (location & industry)

Research topic: Search for fish farms and hatcheries in the Edinburgh area.

Users can select one or more criteria to perform a more advanced search.
The **grouped view** categorises the criteria, to see a full listing of the criteria select **alphabetical list**

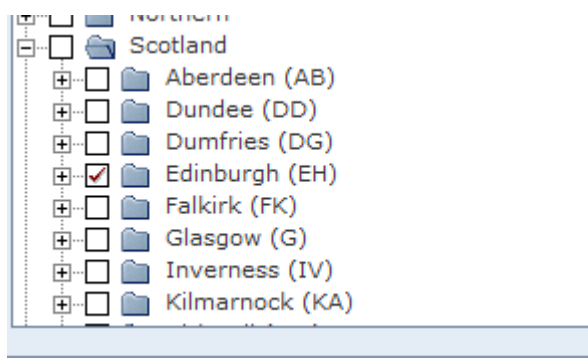


First criterion: Location

Select Postal Regions from the Location menu:



Expand Scotland by clicking on the +, then select Edinburgh (EH) & click on



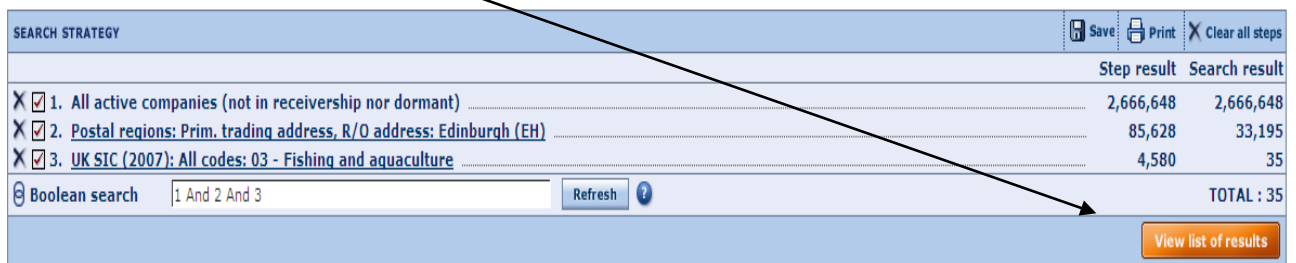
Second criterion: Industry

Select Industry > UK SIC code* > Select 03 Fishing & Aquaculture > Click on OK

*UK SIC stands for UK Standard Industrial Classification

At the bottom of the home page in the **Search Strategy box** the steps for the latest search are listed and the number of companies which have been found at each step.

Click on **View list of results**.




SEARCH STRATEGY		Save	Print	Clear all steps
		Step result	Search result	
<input checked="" type="checkbox"/> 1.	All active companies (not in receivership nor dormant)	2,666,648	2,666,648	
<input checked="" type="checkbox"/> 2.	Postal regions: Prim. trading address, R/O address: Edinburgh (EH)	85,628	33,195	
<input checked="" type="checkbox"/> 3.	UK SIC (2007): All codes: 03 - Fishing and aquaculture	4,580	35	
Boolean search 1 And 2 And 3				TOTAL : 35
				View list of results

Company lists : selecting order of results and columns displayed


By default a list of company results will have the Standard display format and the companies will be sorted by the column **Latest Operating Revenue**



Latest Operating Revenue (Turnover) th GBP Last avail. yr
149,079
82,436
30,312
23,149
15,887
12,310
2,021
303

You can change the sort option by clicking on the Sort icon  at the top of any column.

You also delete  unwanted columns.

To introduce different columns into your display click on  **List format** on the right of the screen.

There are 3 predefined formats: **Standard** (the default); **Credit; Financial; Audit**. Alternatively the user can select their own format > **New**.

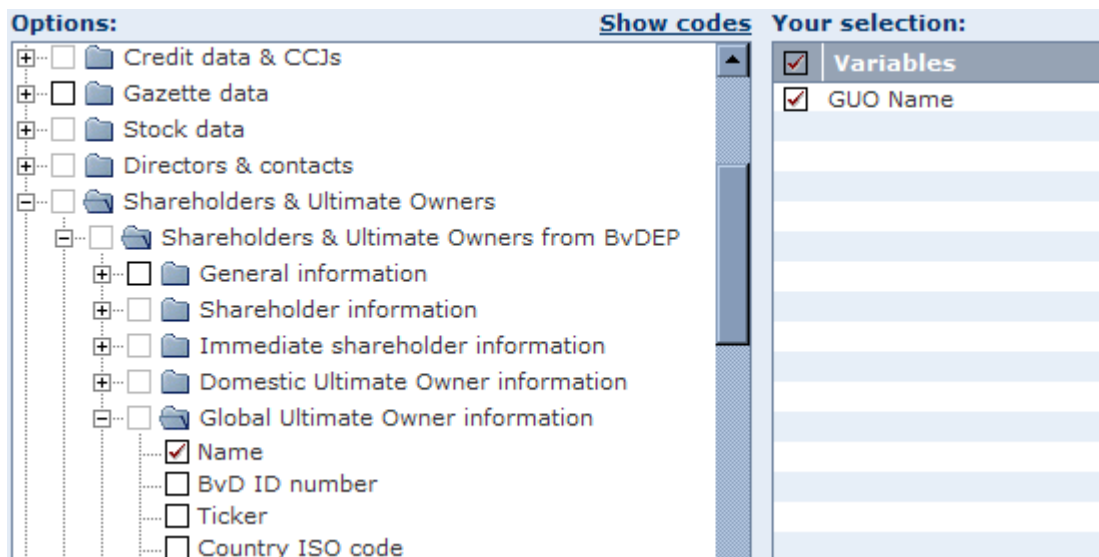
Display ownership information for the Edinburgh fisheries search

With the results for the Edinburgh fisheries search still on the screen, select List Format > New

Expand Shareholders & ultimate owners by clicking on +

Expand Shareholders & ultimate owners from BvDEP by clicking on +

Expand either Domestic and/or Global ownership information > select Name, click on



Your results will now display an **ownership** (Global Ultimate Owner) column.


Company name	GUO - Name
Marine Harvest (Scotland) Limited	MARINE HARVEST ASA
The Scottish Salmon Company Limited	SIX SIS AG 25PCT ACCOUNT
Meridian Salmon Farms (Argyll) Limited	DNB ASA
Loch Duart Limited	LOCH DUART LIMITED
Scottish Fishermen's Organisation Limited	SCOTTISH FISHERMEN'S ORGANISATI...
Braehead (Sfo Enterprises) Limited	SCOTTISH FISHERMEN'S ORGANISATI...
Meridian Salmon Farms (Smolt) Limited	DNB ASA
Benmore Estate Limited	MR TIMOTHY PIERS RADFORD

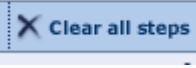
NB If the holding companies are UK or Irish they will link to their own company reports. If the holding companies are based elsewhere in the world there will be no link.

Creating a peer report for a company, e.g. Vax Ltd

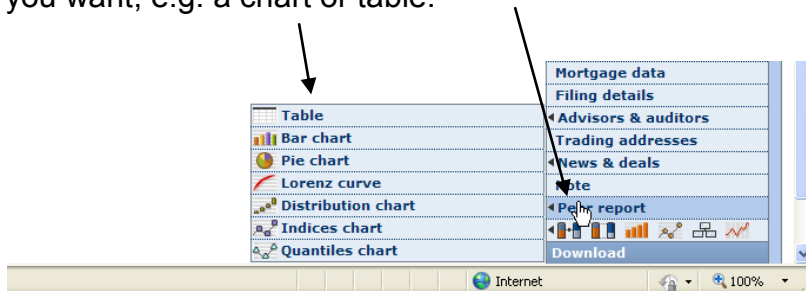
A Peer Report compares a company to its standard peer group. A standard peer group is defined as 10 companies with the same SIC code (standard industrial classification) and similar turnover.

TIP:

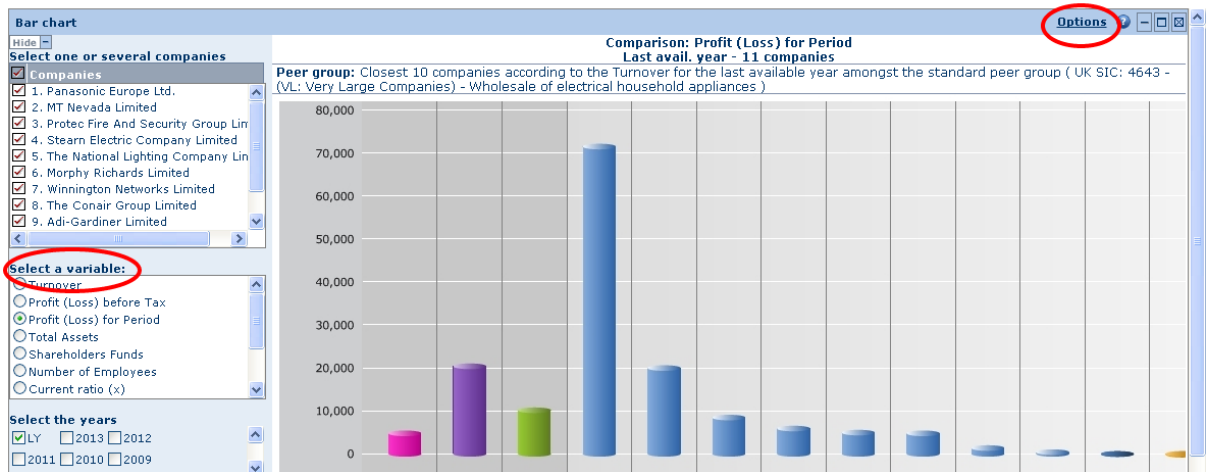
To start a brand new search, click on  **Home** > in the top left of screen to return to the home page

Then Clear Search by clicking on  to start afresh

Search for **Vax Ltd** and view the standard report (see page 2 for details)
Click on Peer Report on the right hand side of the screen, and select the type of output you want, e.g. a chart or table.



The variables displayed can be changed by clicking the **Options** button or using the left hand **Variables** menu.



Comparing companies by peer analysis

Peer analysis enables the user to select the companies to be compared.
FAME can only perform peer analysis of a maximum of 500 companies.

Compare the Welsh companies which are listed on the stock exchange.

Start at the FAME homepage (clear previous searches first – see page 6 for details)

Select criteria> Location> Country > Wales > OK.

Select Stock Data > Listed companies > Publicly listed companies only > OK.


SEARCH STRATEGY	Step result	Search result
<input checked="" type="checkbox"/> 1. All active companies (not in receivership nor dormant)	2,528,785	2,528,785
<input checked="" type="checkbox"/> 2. Country: Prim. trading address, R/O address: Wales	188,090	69,736
<input checked="" type="checkbox"/> 3. Listed/Unlisted companies: Listed	2,002	12
TOTAL	12	

Go to Search Strategy > View list of results.

Click on **Peer Analysis** (on the right of the screen) > **Compare companies** – either click **New analysis** to select your own variables or select a predefined analysis such as **Key Financials**.

	Company name	R/O Full Postcode	Registered number	Primary UK SIC (2007) code	Latest accounts data	Latest Operating Revenue (Turnover) Last avail.	Latest No of employees Last avail.
1.	Admiral Group PLC	CF10 3AZ	03849958				
2.	Wynnstay Group P.L.C.	SY21 7AD	02704051				
3.	Finsbury Food Group PLC	CF14 4XR	00204368				
4.	TOPE PLC	CF3 0LW	03745726				
5.	Assetco PLC	NP25 5JA	04966347				
6.	DEE Valley Group PLC	LL14 4EH	04316684				
7.	Pure Wafer PLC	SA7 0AB	05289130				
8.	Amerisur Resources PLC	CF3 0FB	04030166				
9.	Dhais PLC	CF11 9AE	04228169		47741	30/06/2011	6,986
10.	C.H. Bailev. Public Limited Companv	NP20 2NP	00190106	75110		31/03/2012	4,399

Export a list to Excel

Using the list of publicly-listed companies in Wales (from the search you have just run) click on the **Export** icon:  displayed at the top screen.

Choose a name for your file & select Excel > OK.



EXPORT PARAMETERS

Define your export settings :

Paper size

Orientation Portrait Landscape

Select a format:

Excel 2007 (*.xlsx)
Excel (*.xls)
Excel - Data export (*.xls)
Word 2007 (*.docx)
Word (*.doc)
Rich Text Format (*.rtf)
Adobe Acrobat PDF (*.pdf)

Choose a name for the file to be exported:

Either save, or discard your file if you wish.

Searching on dormant companies

Tip:

By default FAME will always retrieve active companies only

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)	2,528,785	2,528,785	
X	<input checked="" type="checkbox"/> 2. Country: Prim. trading address, R/O address: Wales	188,090	69,736	
X	<input checked="" type="checkbox"/> 3. Listed/Unlisted companies: Listed	2,002	12	
Boolean search 1 And 2 And 3		Refresh	?	TOTAL : 12
				View list of results

Step 1 in the search strategy above represents all the active companies in the database. The dissolved/dormant companies have been automatically removed.

Research topic:

List dissolved or "in liquidation" construction companies in Wales.

Clear the previous search: ([Home](#) > then [Clear all steps](#))

Start your new search

Criterion 1: Location

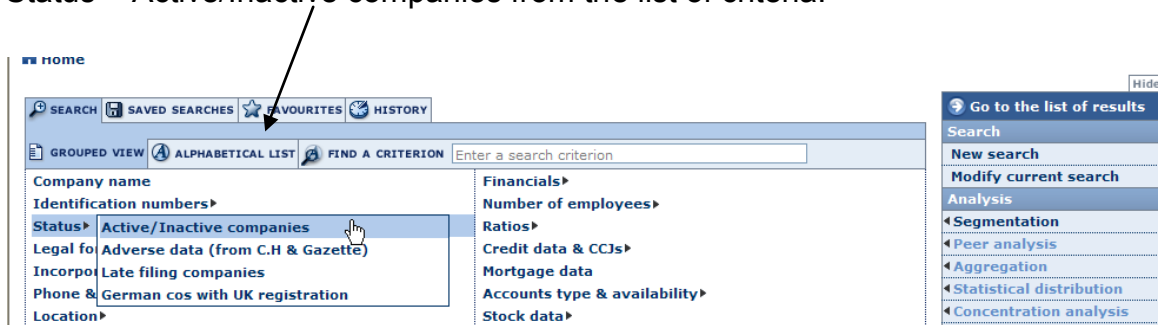
Select **Location, Country** > then **select Wales**

Home > Search by Country

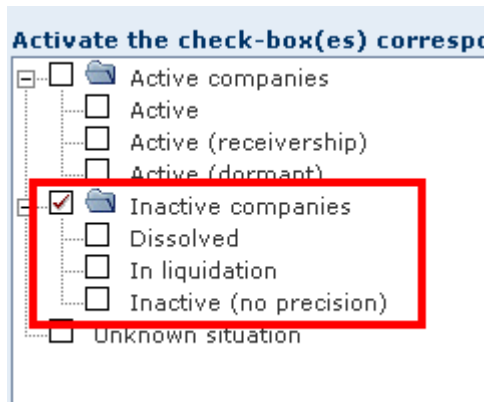
Country	Region, Postcode area, City	Postcode	County	Telephone dialling area	Address
<input checked="" type="checkbox"/> Registered Office address	<input checked="" type="checkbox"/> Primary trading address	<input type="checkbox"/> Trading addresses if no primary trading address			
Select one or several countries:					
<input type="checkbox"/> Country					
<input type="checkbox"/> England					
<input type="checkbox"/> Scotland					
<input checked="" type="checkbox"/> Wales					
<input type="checkbox"/> Northern Ireland					
<input type="checkbox"/> Republic of Ireland					
<input type="checkbox"/> British Crown dependencies					

Criterion 2: Status

Select Status > Active/Inactive companies from the list of criteria:



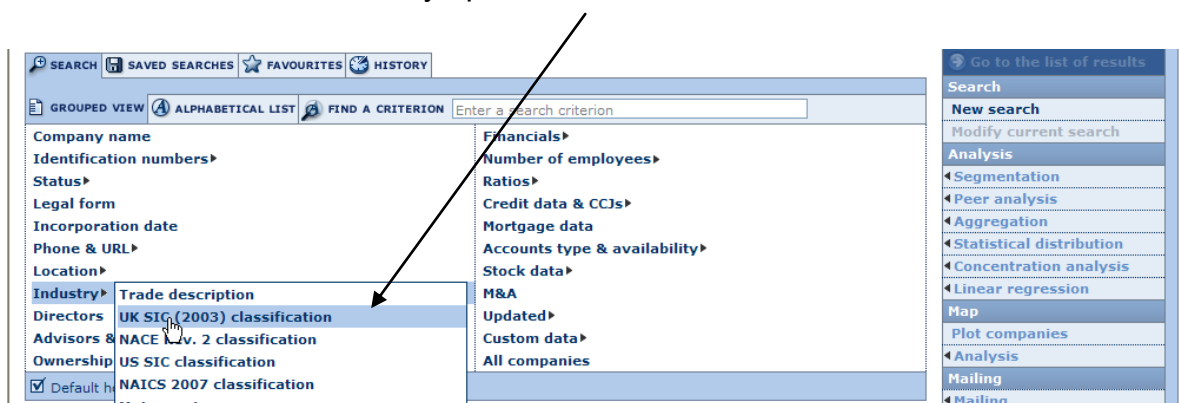
Then select one or more of the Inactive options:



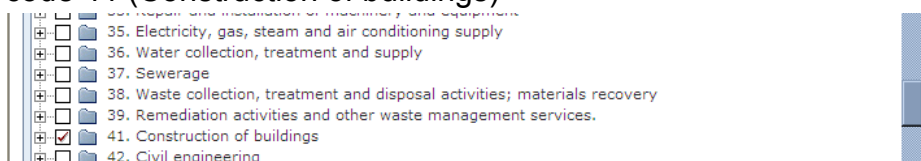
Then click on 

Criterion 3: Industry

Select UK SIC code from the Industry option



Select code 41 (Construction of buildings)



The Search Summary screen will show 0 companies because the default “active companies” step has been included in the overall search as Step 1.

	Step result	Search result
<input checked="" type="checkbox"/> 1. All active companies (not in receivership nor dormant) and companies with unknown situation	140,641	140,641
<input checked="" type="checkbox"/> 2. Limited by firm trading address, R/O address: Wales	2,780	2,426
<input checked="" type="checkbox"/> 3. Active/Inactive: Inactive companies	31,684	0
<input checked="" type="checkbox"/> 4. UK SIC (2007): All codes: 41 - Construction of buildings	10,693	0
Boolean search 1 And 2 And 3 And 4		TOTAL : 0

To remove Step 1, click on the cross.



You should now see about 45 as the total.

Click on [View list of results](#)

Further analysis of data

There are a number of methods for undertaking further analysis of results:

Segmentation analysis can be performed on any number of companies, breaking-down the group of companies according to up to two variables. The two variables are defined by a primary and secondary variable such as industry, location, a financial variable etc.

The results of the analysis can be viewed in a segmentation table as well as illustrated with a bar chart or a pie chart.

Aggregation analysis allows you to sum up, year by year, the lines of the accounts of each company selected from the list of results. The results of the analysis presents you with one final virtual company's yearly account statement.

Statistical distribution analysis allows you to analyse how a specific variable is distributed in a group of companies (max: 5,000) selected from the list of results. The results of the analysis are presented in a table displaying summary statistics such as the median, the average, the standard deviation, etc. The results may also be illustrated with a distribution chart.

Concentration analysis enables you to determine the share (or weight) of any additive financial variable for each company included in a group of companies selected from the list of results. The results of the analysis may be viewed in a tabular form as well as illustrated with a Pie chart or Lorenz curve.

Linear regression is a statistical technique that is used to determine the relationship between two random variables by plotting, in a two dimensional graph, all the observations and constructing a vertical line that best fits the data.

Further help

- There is excellent in-depth guidance within the FAME database. Click on **Help > FAME Help** to access it.
- Four video tutorials from the supplier (BvD) – each one is about 5-6 minutes in length:
https://webhelp.bvdep.com/Robo/BIN/Robo.dll?project=fameneo_EN&context=1%3econtext&newsess=1
- Email the subject librarians for the School of Management for help
buslib@swansea.ac.uk