How do I get information on the strategy of the company I am researching?

The annual report of a company includes valuable information on the progress and future undertakings of the company. You can get annual reports from the company web site. There is usually a link to corporate information or to investor's information. Also, look at the company's 10-K report on the SEC web site by using the company search page at http://www.sec.gov/edgar/searchedgar/webusers.htm

LIBRARY DATABASES

FIS Mergent Online Company Data

The FIS database also has annual reports.
Click on the **enter mergent online** button.
In ① **Identifier**, enter the ticker symbol, for example, kft.
Click on the company name link – in this example, Kraft Foods, Inc.
Select the **Annual Reports** tab at the top of the screen.
Read the statement by the company's CEO and also Item No. 7 (Management's Discussion and Analysis of Financial Condition and Results of Operations)

Factiva

Click the **Search** tab at the top. Select **Search Builder**. Enter this search:
hd=company name and strateg*
You will type the name of the company you want to research. Hd stands for headline and the asterisk after strateg searches for strategy, strategies, strategic. You will be searching for articles with Kraft Foods in the title and any variation of the root strateg in the body of the articles.
For example: hd=kraft foods and strateg*
Enter a date- for example, in the last year or in the last two years.
Click the **Run Search** button.

EBSCO Business Source Elite

At the search screen enter the following:
co kraft foods inc and su strategic planning. Co stands for company and su for subject; there is no need to capitalize.
Make sure you have checked the **full text** option.

You can also click the **Company Profiles** tab at the top of the screen.
Enter kraft foods inc in the search box and hit the **Browse** button.
Select the correct report from the list that is displayed.
Click on the **Company View** link to view the CEO's summary of the company's successes and progress.

ProQuest ABI/Inform

Select the **Advanced** tab at the top of the screen; it will turn orange.

Using the drop-down menu, change the Citation and Document Text to **Company/Org** and enter the name of your company: kraft foods, in this example.

In the second search box, choose **Subject heading** and enter strategic planning.

Make sure **Full text** is checked.

You can specify a date or leave it at All dates.

Click the **Search** button.

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