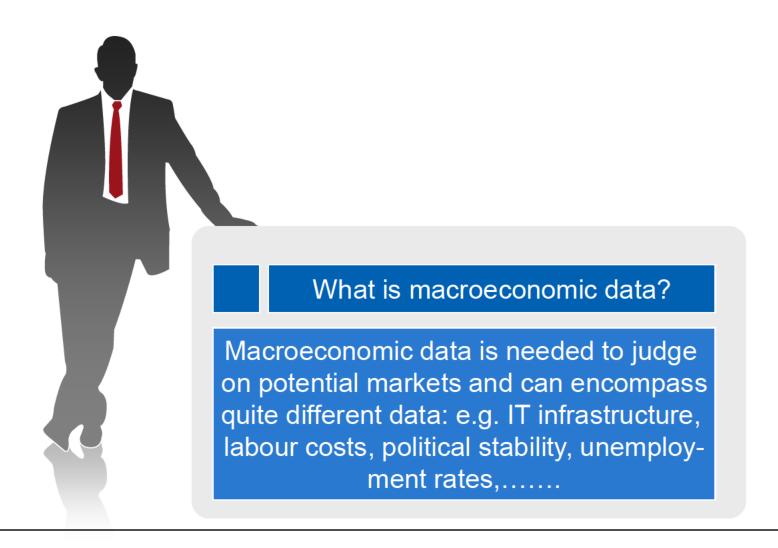
7 Country information | macroeconomic data



7 Country information | macroeconomic data

Short country profiles

- Short overview with most important macroeconomic data and infrastructure – normally at no cost
- CIA World Factbook
- Fischer Weltalmanach
- www.spiegel.de/jahrbuch
- > Spiegel Online Archive

Specified country profiles

- Germany Trade & Invest
 countries and markets, tenders (public and private), business
 - opportunities, customs procedures and tarifs etc.
- Global competitiveness
 Report

Detailed country profiles /Ratings

- EIU (Economist Intelligence Unit),: EIU
 Country Profiles, EIU
 Country Reports, EIU
 Country Forecasts, EIU
 Country Risk Service
- Fitch Connect
- Business Source Complete

8 Statistical Information

Statistisches Bundesamt

- www.destatis.de
- publishes statistical information available to everyone in cooperation with the statistical offices of the federal states, associations etc.
- Short-term & structural indicators
- Earning and labour costs
- Prices & production statistics
- Expenditures, costs and financing data etc.

Eurostat

- http://epp.eurostat.ec.europa.eu
- Statistical Office for the European Union
- National Accounts
- Flagship publication: European Economic Statistics
- Statista.com → Statistics of different sources, incl. Stat. Bundesamt
- Data planet statistical datasets

9 Company Information

Reliable company information is the basis for strategic planning, competitive analysis etc.

The availability of data depends on the size and legal form of the company

Company Profile

Basic information

 Data on name, address, legal status, stockholder, shareholder, management, sales figures, employees, main tasks

Financial data

- Credit rating, creditworthiness
- Profit & loss accounts, balance sheets
- Annual reports, analyst reports, share price

Comprehesive information

- Company structure, shareholding
- Product information, prices, production sites
- Suppliers, customers, competitors
- Mergers & Acquisitions, strategic alliances, bankruptcy
- Brand names

9 Company Information | Commercial Register

Disclosure Obligation for companies:

- Corporation; Public limited company (AG)
- Association limited by shares (KGaA)
- Limited Company (GmbH)

Recording at commercial register company register

- place of business
- address
- capital stock / share capital
- management
- > task of company

. . .

9 Company Information | Commercial Register

Im Bundesanzeiger und unter <u>www.unternehmensregister.de</u> werden alle deutschen Pflichtpublikationen zum Firmenstatus publiziert.

Was finde ich dort:

- Unternehmensnamen: Vermeidung von Namensgleichheiten bei Neugründungen
- Adresse
- •Zuständiges Amtsgericht, gerichtliche und sonstige Bekanntmachungen
- •Firmengründung, Neueintragungen und Rechtsform
- Vertretungsbefugnisse, Änderungen der Prokura
- Jahresabschlüsse
- •Insolvenz, Konkurs, Löschung, Gesamtvollstreckungs- u. Vgl.verfahren
- •Veränderung (Stammkapital-Erhöhung, Geschäftsführung...)
- Geschäftsgegenstand des Unternehmens

•...

9 Company information | basic information

Basic data of a company (policy brief) can be described and identified by the following criteria / meta data:

Name

Anschrift

Produkte

Management

Umsatz

Mitarbeiteranzahl

Unternehmensnummer

Rechtsform

Gründungsjahr

Branche (SIC o.a.)

Geschäftsjahr

Kurzbeschreibung des

Unternehmens

Grundkapital

Bankverbindungen

Mitgliedschaften

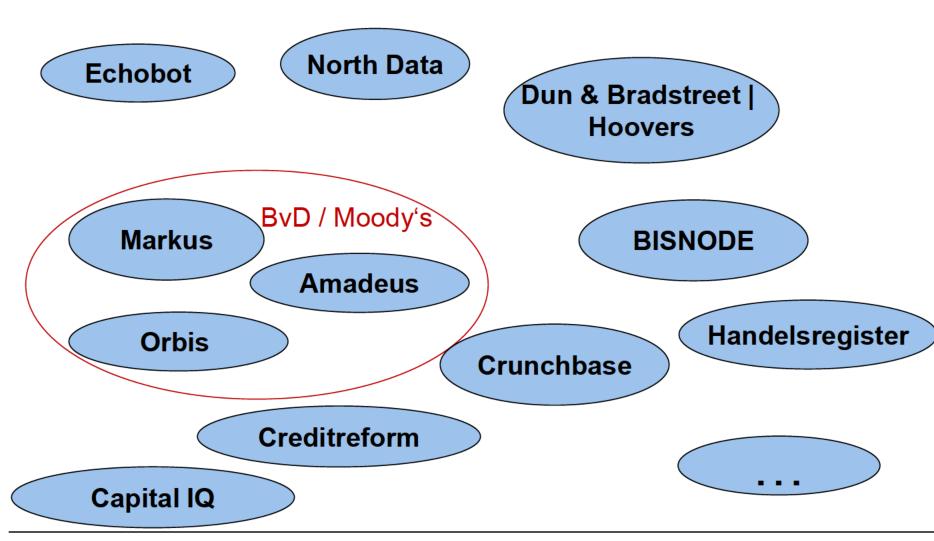
Produkte

Produktionsstätten

Eigentümer

Töchterunternehmen

9 Company information



10 Financial information

Next to basic data, you need financial information to assess the business situation



What kind of financial data?

- Balance sheet
- Profit & Loss Account
- Sales by segment
- Creditworthiness
- Share prices
- Financial Ratios e.g. ROI, cash flow, profitability,...
- ...

10 Financial information

- Bürgel, Creditreform Firmenwissen (Kurzprofil, Firmenprofil, Finanzprofil, Bilanz, Bonität)
- Annual Reports
- North Data (www.northdata.de) | Echobot (www.echobot.de)
- S&P Capital IQ
- Handelsregister > Bundesanzeiger
- FactSet
- Bureau van Dijk (Moody's) Databases (Markus, Dafne, Fame, Orbis etc.)
- Bloomberg, Reuters
- Crunchbase
- ...

10 Financial information

Different information on shares / stock prices

- Share performance
- Dividends and market capitalisation
- Number of issued shares
- Information on IPO's
- stock market indices
- Quoted companies of an industry
- Main shareholders of a company



Sources for share information

- Finance portals
- Professional sources for stock brokers (equity trading)
- → Bloomberg, Reuters etc.
- Shareholder databases
- Analysts Reports
- Trading books / Websites of the stock exchanges
- Share guides
- Press information (e.g. Börsenzeitung)

11 Product information

product information is interesting from different angles....

Information on products and their suppliers

Interface between purchase and sales | electronic channels> e-commerce

Possible sources:

- product catalogues
- websites / social media postings
- storecheck
- exhibitions / fairs (exhibition catalogues)
- trade journals
- price lists

12 Mergers & Acquisitions

Joint ventures – Strategic alliances – M & A

