FAME (Financial Analysis Made Easy) provides company financial information for 7 million UK and Irish companies. The range of information includes: company accounts, ratios, activities, ownership and management details. In most cases data goes back 10 years.

By the end of this workbook you should:

- Know how to access FAME via NORA
- Know what FAME is used for
- Be able to select a company report using 'quick search'
- Be able to use 'expert' search to search for companies using the FTSE index
- Be able to find peer groups
- Be able to view reports as charts, for example, pie charts

This workbook will take approximately 30 minutes to work through.
How to find a company using the taskbar

When searching for a company you need to ensure you have the registered name for the company. For example the supermarket Morrisons is registered under the name W M Morrison. If you have the name correct, you will be taken to the list of all companies within the database that meet your search criteria.

If you are unsure which company to choose, you are usually looking for the company with the highest turnover, which is likely to be the holding company.

Remember, some companies are owned by non-UK companies so may not be listed. Use the OSIRIS database for International companies.

Task

Type Orange into the top search box and click on the magnifying glass to perform the search.

Searching for the company Orange will retrieve around 25 results on the first page, of 102 pages.

We actually need to search for Orange Personal Communications Services Limited.

Search again then select from the list of companies available by clicking on the hyperlink.

You will now see a standard report.
### Company report view

On the right hand side menu there are options to display specific sections of the report such as viewing a peer report, directors, size and main activities etc. (you may need to scroll along to the right to see them)

The Icons on the top of the report allow you to:

- Set alerts
- Export into Word or Excel
- Email
- Print

### Existing report formats

You will already be in the **Standard report** view. The **Full report** view contains further information.

Using the **Report format** link on the right of the menu, you can also customise which sections you want to show or hide.

**Task**

Click on the **Report format** on the right hand side of the screen and select **Full report**.
Report sections
It is possible to jump to the different report sections by clicking on the links on the right hand side of the screen.

Task
Click on the Financials & ratios link to expand the options and then click on Profit & Loss account to view the profit information on the company.

Take a couple of minutes to look at the information in this section.

Grupoed view – company name
Searching within Grouped view allows you to search for company names, but also gives you more information than the quick search. You can then build up your own search with companies you have selected.

There is a selection of different search criteria available in the Search Group.

Task
Click on the Home button at the top left of the screen.

In the search strategy area click Clear all steps to remove any previous searches.

In Grouped view click on Company name and type GlaxoSmithKline PLC in the search box.

Click on the orange Search box.

A list of matching companies will appear.

Tick the box beside GlaxoSmithKline PLC.
GlaxoSmithKline PLC will now appear as one of your selected companies. You can add more companies by ticking additional boxes.

**Task**

Click on the orange **OK** button at the bottom right of the screen.

Company name: GlaxoSmithKline PLC will now appear in the search strategy section.

Click on the orange **View report** button to view the report.

Take time to look around the report at the different sections

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**Expert search – activity/industry**

It is possible to search for companies in a particular industry. The **Grouped view** search in FAME allows you to do this in a variety of ways, for example brand names, SIC codes (Standard Industry Codes) and through standard peer groups.

**Task**

Click on the **Home** button at the top left of the screen.

Click **Clear all steps** to remove any previous searches.

In the **Grouped view** area click on **Industry** and select **UK SIC (2007) classification**.

Scroll down the list and tick **51 Air transport**.

Click on the orange **OK** button at the bottom right of the screen.

Click on the orange **View list of results** button.

Your search will give you a list of all very large companies in scheduled air transport.
Grouped view – stock data

It is possible to select companies in relation to their standings in the FTSE share index.

Task

Click on the Home button and Clear all steps.

In the Grouped view box click on Stock data and select FTSE indexes.

Tick the FTSE 100 box, click OK and select View list of results.

You will now see the top 100 FTSE listed companies.

Peer report

Click on the first result in your list – Royal Dutch Shell PLC.

Click on Peer report which you can find under Display a specific section.

This will allow you to view various peer report information in the form of charts, Lorenz curves and tables.

Click on any of the display options.

Once you have chosen your chart, table etc. you can click on the options link and change how the data is displayed. For example if you selected Variables you can change the variable from Turnover to Profit.

Things to remember when using peer reports

Companies are categorised on FAME using the their trade description and SIC code. They may also be classed as either small, medium, large or very large companies. In the above example Royal Dutch Shell PLC is classed:

Trade description – Oil and natural gas industry, along with interests in chemicals, and other energy-related business.

Primary UK SIC – 06100 - Extraction of crude petroleum.

And so the peer report in this example will compare those companies with the same description and code – the closest 10 companies based on turnover for the last available year.
**Peer report – editing the list**

The Peer report compares a subject company to a predefined peer group. In this view you can edit the list and remove specific company names. You can also view different information about your selected companies by changing to different criteria.

**Task**

Click on **Home** and click on **Clear all previous steps**.

In **Grouped view** click on **company name** and type **Tesco PLC** and search.

Tick the box for **Tesco PLC**, click **OK** and **View report**.

Click on **Peer report** and select **Table**. We will now edit this list.

Click on the **Options** list at the top of the table.

Click on the **Companies** tab and remove all from the list except **Iceland Foods Limited** and click **OK**.

Click on **Peer report** and view the various comparative charts and graphs.

You can use the **Select a Variable** window to view different information.

You can export data and graphs from FAME into your assignment. **Remember you need to acknowledge your source.**

To see how to reference data from a database such as FAME see **Cite them right**. (This is available via Skills Plus but will need your computer username and password.)

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This leaflet is available in other formats on request.