**FAME - Financial Analysis Made Easy**

**Coverage**

**FAME** is a financial information database of 7 million companies in the UK and Rep. of Ireland updated daily, with up to 10 years of data. Detailed financial, descriptive and ownership information for these companies plus summary. The database allows users to search by a wide selection of criteria (name, code, location, size, and many others). Company comparisons can be achieved using the Peer Analysis option whilst the Other Analyses option allows you to produce various comparative reports.

**Accessing Fame**

The database can be searched from home as well as from within the university via the university Portal. It has **Quick Search** and **Expert Search** options, in most instances the **Quick Search** is the easier option to use.

**Searching FAME**

Enter company name

Then click on the Search button

Detailed reports can be viewed by clicking on the company name

The company listing is initially sorted by turnover – this can be changed by clicking on the up/down arrows at the top of each criterion column.
Additional criteria can be added to the search by clicking on the *Modify current search* button on the right of the screen.

At this point analysis can be performed. It may be best to consult the relevant help screens to be sure the output is what you expect.

Individual company reports can be very detailed.

Export, email, or print the report.
Because the reports can be very long it is often better to display just one section.

This is certainly true if you wish to export parts of the report to Excel – exporting the full report to Excel often results in a very messy spreadsheet!

When viewing a list of companies there are a number of additional features available.

Companies can be removed from the list.

A marked list can be created.
It is also possible to search for industry reports from a variety of sources by clicking on the button at the top left of the screen.

From this you can select from:

From here you can search via a company name, industry, or geographical area. Again some of these reports can be very large and often only available as pdf files which can be printed or saved.

Comprehensive help is available by clicking on the help button at the top of the screen.