

# Business & IP Centre Hull

At Hull Libraries



## Business & IP Centre Hull Database Guides

# AVENTION

## OneSource D B Hoovers

Avention provides in-depth company information from both the UK and around the world while also featuring industry and executives profiles, news articles, market research and analysts' reports.

## Database summary: Why use Avention?

Avention will help you gather information about your potential competitors or clients (including where they are located, what their contact details are, what is their financial situation) to inform your business strategy. **Ask library staff to log you onto Avention.**

If you are planning on exporting, Avention is also useful for insights on the state of the market in other countries.

### Details

Avention has eight search modules, the main ones being:

- Companies: company reports which consist of a company profile, description of business activities, a financial snapshot and details of executive contacts.
- Contacts: key executives and board member by name, job function, line of business and company size.
- Industries: industry analysis, top companies in the sector plus market reports by country including market share.

### Strengths

- Possibility to create lists of businesses and customised company reports.
- Possibility to search “business signals” e.g. which businesses are exporting, launching a new product, opening new facilities...
- Access to detailed broker reports, latest news stories, significant developments and strategic initiatives for public companies and larger private companies as well as SWOT analysis for most large sized companies.
- Financial information, executive and IT profiles, peer analysis and records of company fillings and competitor reports.
- Market share and size reports for hundreds of industries on a global and country by country basis.

### Weaknesses

Limited information available for small and medium companies.

### Alternatives

- For information on UK companies try MintUK.
- For UK market research try IbisWorld or Mintel.

### Downloading

- List downloading is limited to up to 500 company records per list.

## Accessing Avention

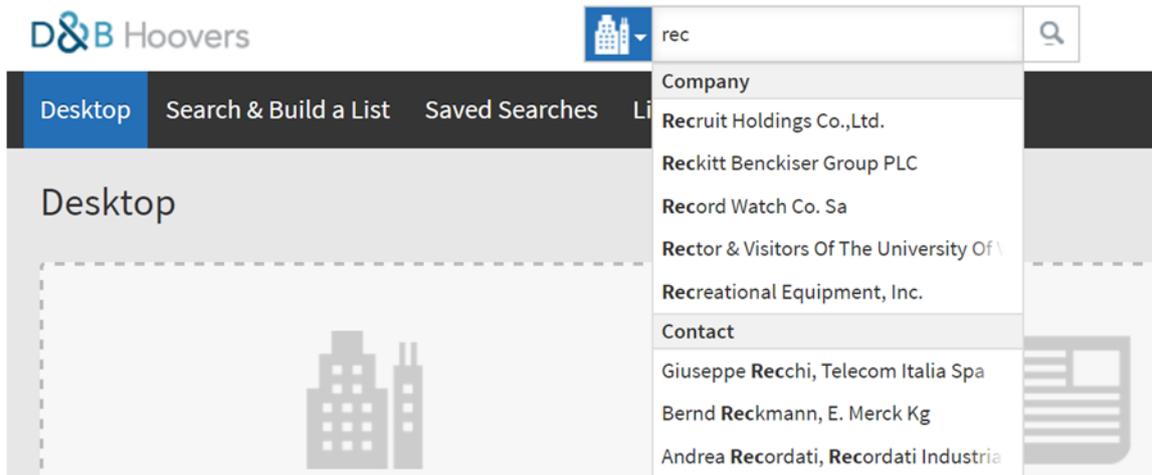
- We pay the subscription fees for many websites, databases, magazines and directories to help you set up, grow and protect your business ideas.
- You will need a library card to access on the library computers.
- Conditions of use apply. Check terms and conditions on each website.

This page is based on a database summary created by the British Library; parts of it are used here with kind permission. For British Library database summaries see:

<http://www.bl.uk/eresources/business/cd-busin.html>

## How to search for companies

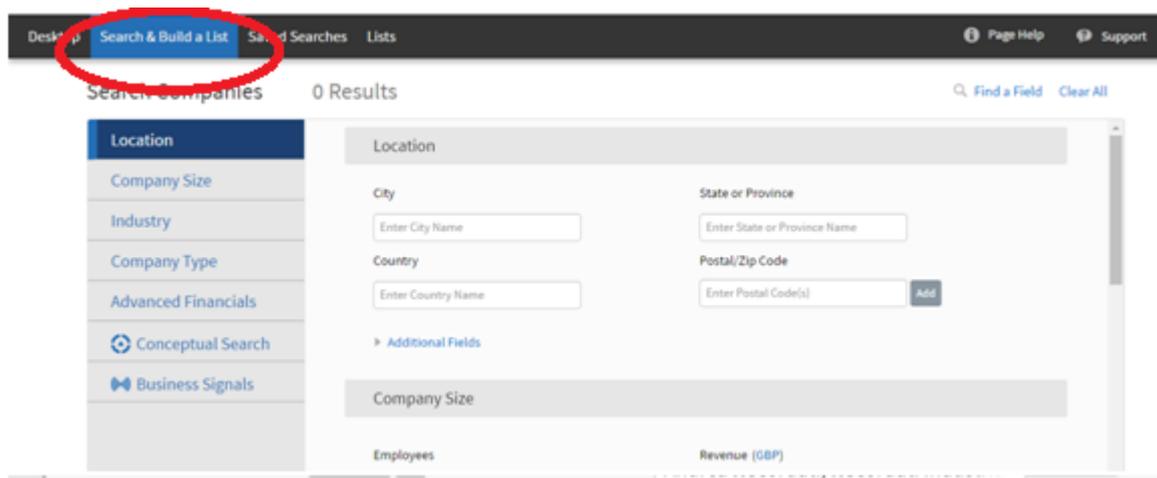
If you are looking for a specific company you can use search box on My Desktop. The auto complete box begins to suggest possible companies.



Choose the relevant company among the results to access the full company profile.

If you are looking for a list of companies, choose 'search & build a list' and 'companies'. You can set your criteria from the submenus, for example:

- location
- number of employees
- sector
- net income



If the criteria you are looking for does not appear in the submenus go to 'find a field' at the top of the column to add it.

Once you start setting your search criteria a list of results will appear. You can keep narrowing down your search by using the menus.

## How to download your results

If you want to download information about a specific company choose the company's name and then the OneStop report.

**Reckitt Benckiser Group PLC** Actions

103-105 Bath Road Slough, SL1 3UH United Kingdom (Trading Address) <a href="#">Show Registered</a>	Employees: 34k Company Type: Public Parent Corporate Family: 320 Companies Traded: RB, (London Stock Exchange) D-U-N-S® Number: 21-557-6498 Key ID™ Number: 97453239 LEI Number: 5493003JFSMOJG48V108 UK Registration No: 06270876 Incorporation Date: 2007 Industry: Miscellaneous Chemical Manufacturing	Financials In: <b>GBP</b> Fiscal Year End: 31-Dec-2016 Reporting Currency: GBP Annual Sales: 9.8B Total Assets: 18B Liabilities: 9.5B Net Worth: 8.4B Market Value: 49B Auditor: PricewaterhouseCoopers LLP	
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Lists: None Notes

0 Ideal Profile Score **OneStop** Report 295 Contacts 54 Triggers

You can customise which fields to include in the report depending on what information you need. It may take Avention a few minutes to generate the report. The PDF report automatically downloads to My documents, accessible via the Library customer folder from

You can download a list of companies or create your own list to download. It is best to first change the results list to 'Grid'. Do this by using the icons at the top right of the results. You can then edit the grid view by clicking on the cog wheel underneath the row of icons and add the fields you are interested in. Once the grid has all the information you need choose 'Done'. The results will be downloaded as a spreadsheet. The Smartlist option allows you to sort the results by number of employers, assets, company name or revenue,

Desktop **Search & Build a List** Saved Searches Lists Page Help Support

Search Companies [Save This Search](#) [Find Matching Contacts](#)

SEARCH CRITERIA [Edit](#) | [Clear All](#)

Location [Edit](#)

City  
x Hull, United Kingdom

Industry [Edit](#)  
D&B Hoovers Industries ([change](#))  
x Restaurants and Bars  
  
[Browse...](#)  
Include:  
 Primary Only  
 Primary and Secondary

Company Type [Edit](#)

**1,178 Results** 1 of 48 pages

[+ Add to List](#) [Save as a SmartList](#) [Download](#)

Select Sort by: Number of Employees Grid List Map

**Position**  
Restaurants and Bars  
Hull, United Kingdom  
Employees: 175, Type: Private Independent  
Phone: 01482 323643, On TPS: No

**Cafe Milos**  
Restaurants and Bars  
Hull, United Kingdom  
Sales GBP: 1.4M, Employees: 60, Type: Partnership Independent

**Headstart Retail Ltd.**  
Restaurants and Bars

[Feedback](#)

## Research and reports

To search for market reports use the Search and Build a list tab on the desktop.

The screenshot shows the D&B Hoovers desktop interface. At the top, there is a search bar labeled 'Search for a Company'. Below it, a navigation bar contains 'Desktop', 'Search & Build a List', 'Saved Searches', and 'Lists'. A dropdown menu is open under 'Search & Build a List', listing 'Companies', 'Contacts', 'News', 'Research & Reports' (highlighted with a red circle), 'SEC Filings', and 'Triggers'. The main content area features two large cards: 'Build a Company List' with the text 'Build a targeted list of companies using over 175 search and segmentation filters.' and 'Browse News' with the text 'Search news articles from over 18,000 regional and international publications.'

You can either do a keyword search (type your words in the search box on the top left) or browse the industry classifications.

This screenshot shows the 'Keyword Search' interface. On the left, there is a sidebar with 'Keyword Search' (checked), 'Research & Reports', and 'Industry'. The main area is titled 'Keyword Search' and contains a 'Search Term' section with instructions: 'Use Keyword Search to find results that contain your search term. For more targeted results combine or exclude search terms by applying the Boolean Operators AND, OR and AND NOT. Place quotations around your search term to find documents that contain that exact phrase.' Below this, there is a search input field containing 'coffee' and an 'Apply' button.

The screenshot displays the search results page for the keyword 'coffee'. On the left, a sidebar shows 'SEARCH CRITERIA' with 'Keyword Search' selected and 'Edit' and 'Clear All' options. The search term 'coffee' is visible in the sidebar. The main content area shows '151 Results' and two buttons: '+ Add to List' and 'Save as a SmartList'. Below these are filters for 'Select' and 'Sort by: Relevance'. The results list includes two entries, each with a checkmark, an upward arrow icon, and a title: 'Analyst Report 27-Mar-2017 (31 Pages) Key Coffee jumps 20%' by BuySellSignals Research, and 'Analyst Report 2-May-2017 (17 Pages) Coffee Day Enterprises decreases 3.1%'.

This guide was updated in May 2017 and is part of a series of guides designed to help customers use BIPCHull's online resources. Please see a member of staff or contact us at [reference.library@hcandl.co.uk](mailto:reference.library@hcandl.co.uk) if you would like more information or if you would like access to the resources.

Other guides in this series include:

- A guide to COBRA
- A guide to Mintel
- A guide to IbisWorld

### **The Business & IP Centre Hull**

The Business & IP Centre has extensive collections of business and Intellectual property information, plus databases. Manuals on Intellectual Property and Intellectual Property law are on the open access shelves.

Contact details:

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