FAME (Financial Analysis Made Easy)

Fame gives financial details of companies covering the UK & Ireland for the last 20 years. It is updated daily. NOTE: Does not give share prices.

When you see this page, log in using your LSBU username and password:
FAME homepage:

Searching for a particular company

If you are looking for information on a specific company, enter the name in the top-left search box (where it says Find a company name – Enter a company name (and country)).

If you were searching for Tesco, type Tesco in the search box. The database will predict what you’re searching for so you can click on the suggestion if appropriate (usually the PLC).
You now have the standard report. On the right hand side, you will notice a list of contents which makes it easier to navigate the report. If you don’t see this, click the 3 dots on the top right of the screen and it should appear.

You can then navigate to the information you’re looking for, for example Financials will give you access to the balance sheet, profit and loss account and ratios.
Once you have found the information you need, you can export this to Excel using the Excel icon:

Peer comparison is a useful link to see the other companies in that sector (competitors) and their performance.
Peer Analysis (comparing a company with others in this sector)

To compare companies in a particular sector, start from the homepage.

Click on Activities and industry and then Industry classifications.

You are then able to search for a particular industry. Either click on the links to burrow down to find the particular sector, for example, Manufacture of food products -> Manufacture of dairy products -> Manufacture of ice cream.
Or, you can use the search box where it says **Search by name**, for example, *take away*, and it will show you the category this comes under:

Once you’ve clicked on the industry and said OK, you will then see your search strategy taking place:

You can add to this as much as you want to narrow your result down further. For example, you may want information on take away outlets only in Scotland so you would click on **Location** and then **Region** to select Scotland.
Once you have finished refining your results, you can then start analysing.

Click on **View results**.

There will now be a list of Scottish take-aways and they will be ordered by the turnover value (highest first).

If you then click on **Add/ remove columns** this is now your opportunity to select the data you need so you can do comparisons.

It’s easier to click on **Remove all** first and then start selecting the data you need on the left-hand side.
This will also give you the chance to select which years you wish to see. For example, if you click on Balance sheet -> Fixed Assets -> Tangible Assets, it will then ask you which years you’d like displayed. Also, you can select currency and units.
Exporting the data

Once you have finished adding the data you need for your peer analysis, you can click on the Excel icon to export this data. Once the Excel spreadsheet opens, you’ll need to click on the 2nd tab at the bottom (Results) to display this information.

![Excel spreadsheet](image.png)

You can also use the Tools tab on the left-hand side to carry out pivot-analysis and peer-analysis in more detail. Note that peer analysis can be calculated on sets of minimum 2 and maximum 2,500 companies so if your result exceed this, you’ll need to refine further.

![Tools tab](image.png)

**FURTHER HELP**

For further help using FAME, contact your Information Skills Adviser for your school:

**Business**

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