

# Key Note

## Quick Start Guide for Bournemouth University Users

August 2015



### What is KeyNote?

- Access over 3,000 full market reports covering 29 sectors
- Financial data of UK PLCs, Limited Companies, Charities, LLPs, Directors, Secretaries & Shareholders.
- Most popular market intelligence / report titles updated every 12-18 months with some chapters updated monthly.
- Company & People data is a live feed updated daily giving the latest information from UK Government's Companies House.
- Search individual people, individual companies, benchmark companies against each other.

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## Logging in

To login to KeyNote **do not** go to <https://www.keynote.co.uk>

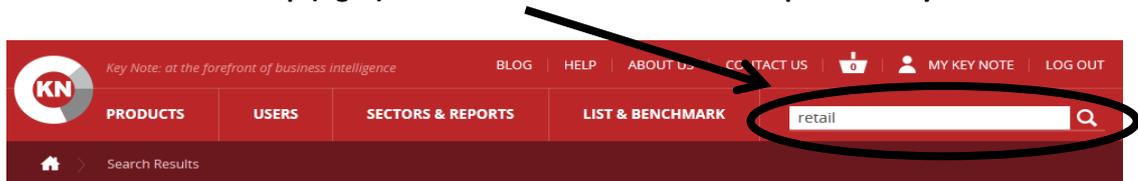
BU users need to ensure you are accessing via BU's route, e.g. via this BU Library & Learning Support webpage: <http://www.bournemouth.ac.uk/library/resources/company-industry-information.html> then select the on-campus link (on site at BU) or off-campus link (anywhere outside of BU).

## Searching

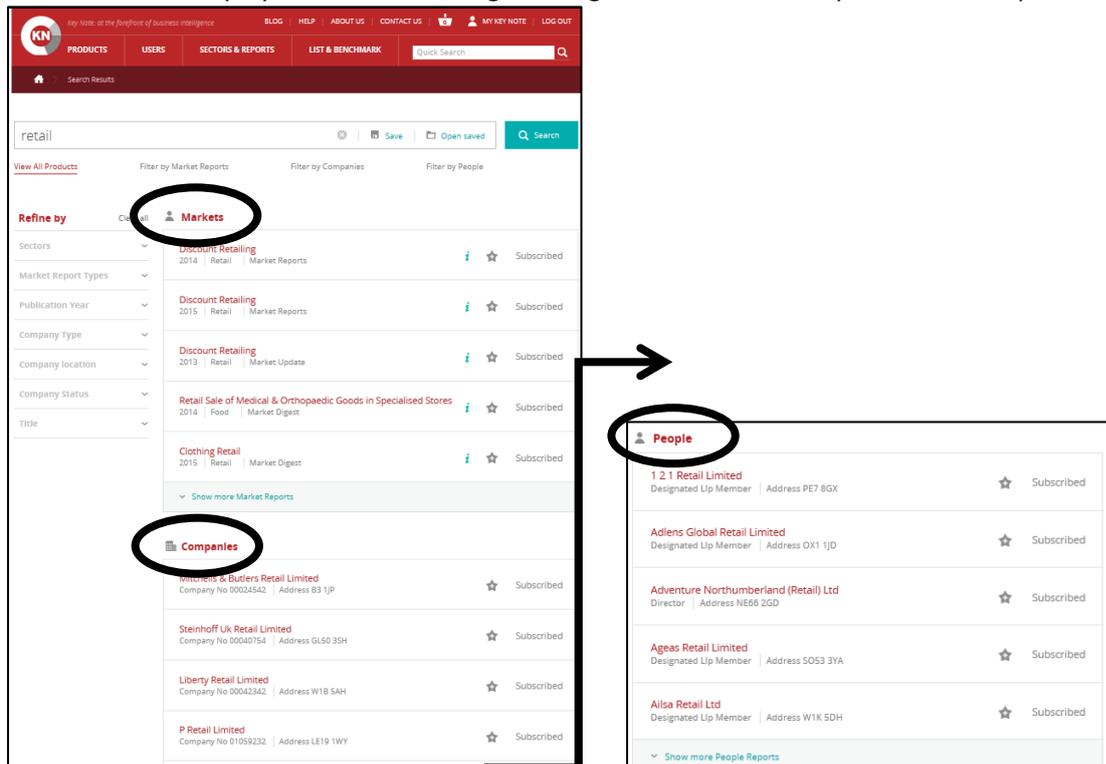
We recommend these two ways to search in Key Note.

1. The main search bar on the home screen
2. Selecting 'Sectors and Markets' from the menu bar

The quick search box at the top (right) of the screen is the easiest and quickest way to find information:



A set of results display under the headings / categories Markets, Companies and People:



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## Market Reports

If you select the 'Market Reports' option you'll be taken to the following screen.

The screenshot shows a search results page for 'Retail'. The search bar contains 'Retail' and shows 'Total 742 results for "Retail"'. The page is divided into a left sidebar for refining results and a main content area. The sidebar has a 'Refine by' section with 'Markets (742)', 'Companies (0)', and 'People (0)'. The main content area shows two market reports:

- Retail Sale of Medical & Orthopaedic Goods in Specialised Stores** (2014 | Food | Market Digest) with an information icon, a star icon, and a 'Subscribed' status.
- Retail Sale of Computers, Peripheral Units and Software in Specialised Stores** (2014 | Retail | Market Digest) with an information icon, a star icon, and a 'Subscribed' status.

This will tell you how many market reports contain your search. Simply select one to bring up the following.

The screenshot shows the 'Discount Retailing' market report page. The page title is 'Discount Retailing', published in 2014, under the categories 'Retail' and 'Market Reports', and updated 11 months ago. The page has a navigation bar with 'Contents', 'Chapter View', and 'Full Report' buttons, along with 'Previous chapter' and 'Next chapter' links. The 'Executive Summary' section is highlighted in gold. The main text reads:

This Key Note Market Report examines the UK discount retailing market and discusses the market size, trends, issues and competitors with a particular focus on the 5-year period between 2009 and 2013, as well as future projections regarding the industry over the coming years until 2018. The discount retailing marketplace is best segmented into the sectors of discount grocery retailers; discount clothing and footwear retailers; and mixed, non-specialist discount retailers. Unlike many other retail industries during the recent years of domestic austerity, the discount retailing industry has thrived, with Key Note estimating total market value growth of 30% to have occurred between 2009 and 2013.

Discount grocery retailers have witnessed significant sales growth over the past 5 years as

On the right side, there are options to 'Add as favourite', 'Add to custom report', 'Share', and 'PDF'. Below these are 'Related content' links for 'Agents Involved in the Sale of a Variety of Goods' and 'Agents Involved in the Sale of Furniture, Household Goods, Hardware & Ironmongery'.

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You can use the navigation buttons here to view chapter by chapter or of course you can download the full report as a PDF or view it in your browser.



To download the report as a PDF, after selecting 'Full Report' click on the 'PDF' icon on the right hand side.



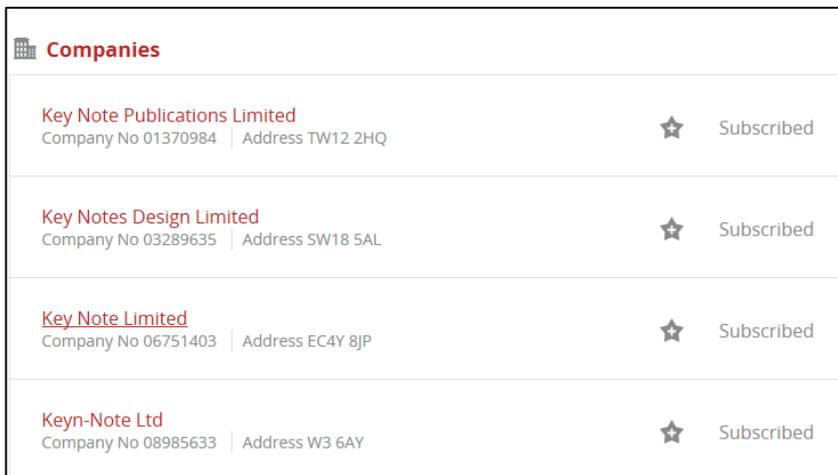
Notice that from here you can share a link to the report via your social media accounts or email (anyone wishing to view the full report will need to login, subscribe or purchase the report) or add it as a favourite. Everything you have favourited can be accessed via 'My Key Note'.

## Company Reports

If you are looking for information on a particular company simply enter their name in the search box and select 'company reports'

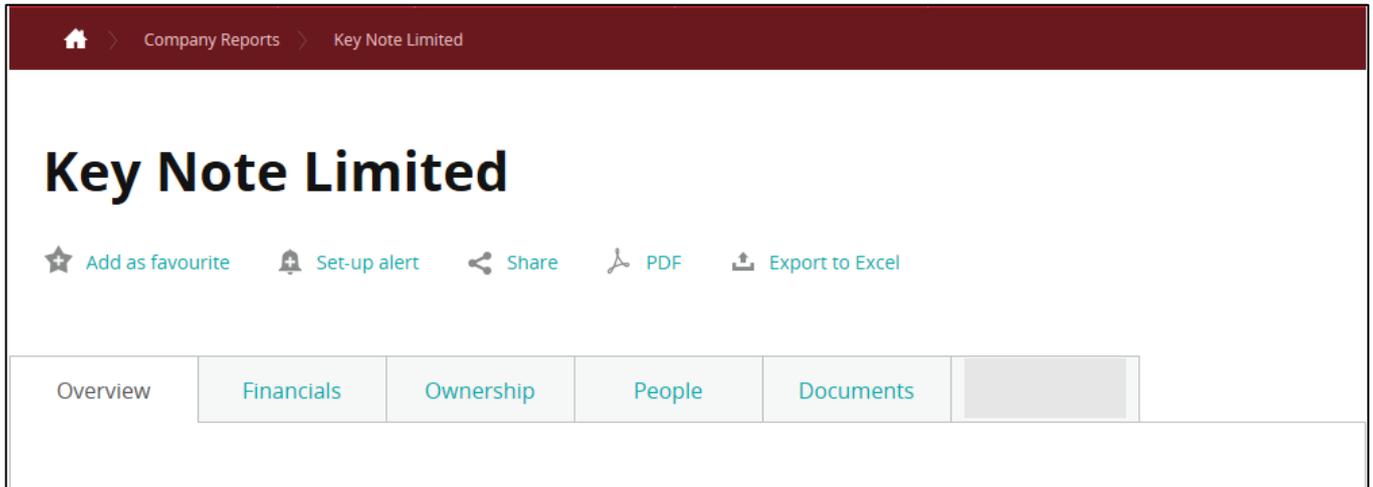


You will then be given a list of companies relevant to your search. Simply select the one you want.



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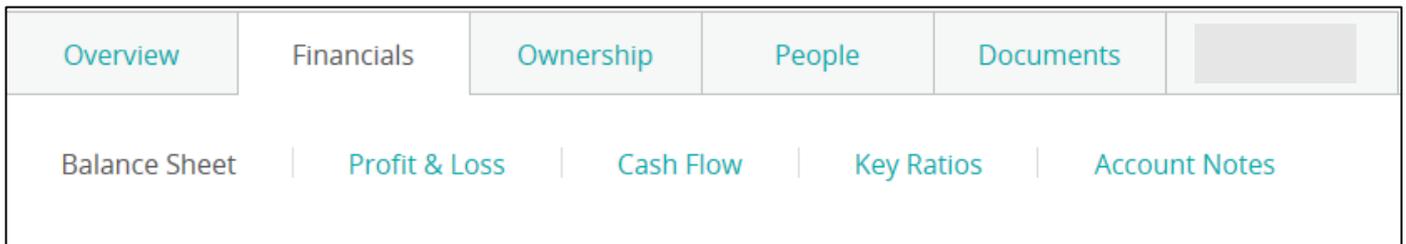
Once you have selected the company you want, you will see the following tabs which breaks down the information you can access.



The **Overview** tab shows the following information

<b>Company Name</b> <a href="#">See previous names</a> Key Note Limited	<b>Type of Accounts</b> Full Accounts
<b>Company Number</b> 06751403	<b>Auditor</b> Moore Stephens LLP
<b>Incorporation Type</b> Private Limited with share capital	<b>Principal Activities</b> The provision of market research information.
<b>Date Accounts Filed</b> 05/09/2014	<b>Date of Incorporation</b> 18/11/2008
<b>Latest Filed Accounts</b> 31/12/2013	<b>SIC Code &amp; Description</b> 73200 - Market research and public opinion polling

The **Financials** tab shows:



The **Ownership** tab shows details on holding companies and shareholders.

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The **People** tab shows company appointments and contacts.

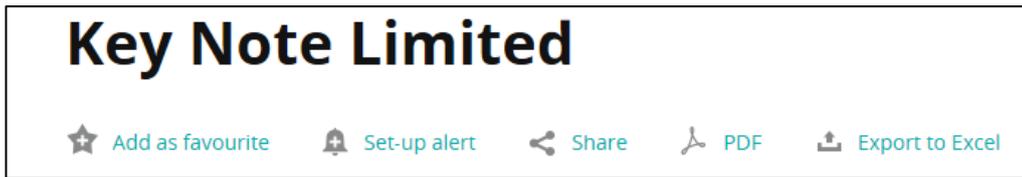
Overview	Financials	Ownership	People	Documents	
Appointments		Contacts			
Go to bottom				<a href="#">Add table to custom report</a>	Current <span>▼</span>
Name	Function		Status		
<b>William Alexander Berry</b> Age: 37 (10/03/1978)	Director 19/03/2013 - Current		Current		
<b>Claire Elspeth Satow</b>	Secretary 03/10/2013 - Current		Current		
<b>Pooja Aspinall</b> Age: 37 (07/01/1978)	Director 31/10/2013 - Current		Current		

If applicable to your account the **Documents** tab shows the companies house documents.

Overview	Financials	Ownership	People	Documents	
					All <span>▼</span>
Type	Document name	Date	Notes		
AA	Annual Accounts.	31st Dec 2013	Annual Accounts		
AA	Annual Accounts.	31st Dec 2012	Annual Accounts		
AA	Annual Accounts.	31st Dec 2011	Annual Accounts		
AA	Annual Accounts.	31st Dec 2010	Annual Accounts		
AA	Annual Accounts.	31st Dec 2009	Annual Accounts		
AR01	Annual Return	18th Nov 2014	Annual Returns		

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## What to do with your Company Report



You will notice at the top of the Company Reports the above options.

### **Add as favourite:**

This option allows you to build a list of favourite reports which can be accessed via 'My Key Note' (see section 3)

### **Set-up alert:**

This is a new feature in Key Note, it allows you to set up an alert every time an update is made to a particular report. The alerts can be accessed via 'My Key Note'.

### **Share:**

This allows you to post a link to the report via social media outlets or email. Note anyone receiving the link will need to log in or subscribe to view the full report.

### **PDF:**

You can download any of Key Note's reports as a PDF.

### **Export to Excel:**

This is a very useful feature as it allows you to export all the information in the report to assist with filtering and analysing data.

## People Reports

Use the People Reports option to find out information on a particular person.

First enter the name of the person you want to search for and select 'People Reports'.



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You will then see a list of possible matches.

Need any help? View our [search tips](#)

Total 1 results for "Adam Pembrey".

 **People**

**Adam John Pembrey**  
Director | Address TW12 1EG  Subscribed

Showing 1-1 of 1

Simply select the name of the person you want and you'll see a screen such as this.

## Adam John Pembrey

 Add as favourite  Share  PDF  Export to Excel

Overview

No. of Director <b>1</b>	No. of Secretary <b>0</b>	Nationality <b>British</b>
-----------------------------	------------------------------	-------------------------------

<b>Person No</b> 16701369	<b>First Name</b> Adam John
<b>Last Name</b> Pembrey	<b>DoB</b> 29/11/1984

**Registered office address**  
117 Rectory Grove  
Hampton  
England  
Hampton  
TW12 1EG

You can also see which companies that person is associated with.

Company	Reg. No	Status	App. Type	Occupation	App. Date	Res. Date
AP MARKETING LTD	07964724	Live	Director	Marketing Manager	24/02/2012	

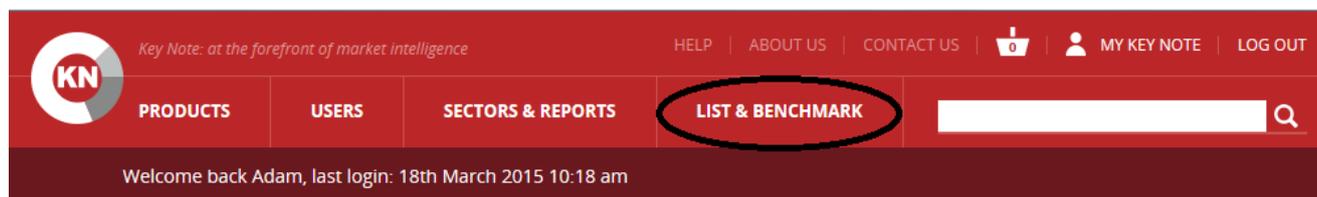
As with the company and market reports you can add each report on a person as a favourite, share it, download it as a PDF or export it to Excel.

 Add as favourite  Share  PDF  Export to Excel

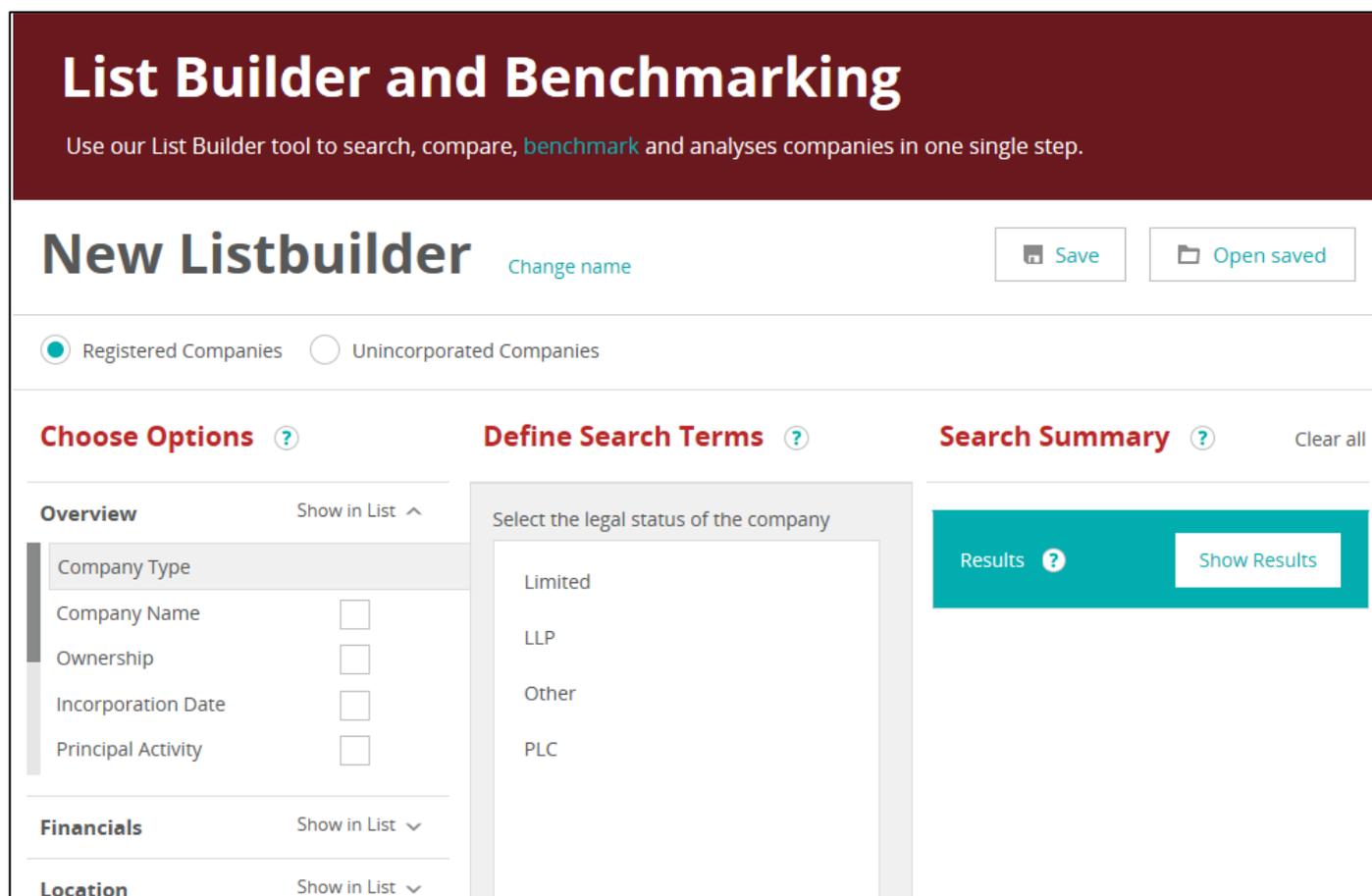
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## List Building

One of the most popular features of Key Note is our List Builder and Benchmarking tool. In the new Key Note this has been improved even more. First of all select 'List and benchmark' from the menu at the top of the screen.



You will be met with the following.



There are numerous different search options and methods of filtering data. As you can see there is the option to search registered or unincorporated companies.

Use the 'overview' column on the left hand side to filter your search criteria. Select the option on the left and you'll see the options in the middle column change.

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Registered Companies  Unincorporated Companies

**Choose Options** ? **Define Search Terms** ? **Search Summary** ? [Clear all](#)

**Overview** Show in List ^

Company Type

Company Name

Ownership

Incorporation Date

Principal Activity

**Financials** Show in List v

**Location** Show in List v

**Advisors** Show in List v

This is a description of business activity. Use key words to find the right type of business.

Enter keywords.

Results ? [Show Results](#)

**Choose Options** ? **Define Search Terms** ?

**Overview** Show in List ^

Incorporation Date

Principal Activity

SIC Code

No of Weeks

Currency

**Financials** Show in List v

**Location** Show in List v

**Advisors** Show in List v

Standard Industrial Classification Code - UK 2007 Version. Select another search option from the list on the left to reveal the search summary screen.

- +  01000 Crop and animal production
- +  02000 Forestry and logging
- +  03000 Fishing and aquaculture
- +  05000 Mining of coal and lignite
- +  06000 Extraction of crude petroleum and natural gas
- +  07000 Mining of metal ores
- +  08000 Other mining and quarrying
- +  09000 Mining support service activities
- +  10000 Manufacture of food products

If you want to add the information from this column to your list make sure you tick the box.

**Overview** Show in List v

**Financials** Show in List v

**Location** Show in List ^

Trading office town

Trading office county

Trading office postcode

Trading office postcode area

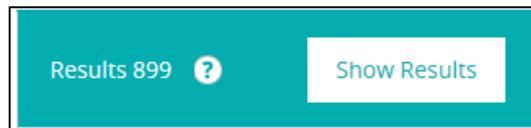
Telephone

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In some cases, such as postcode area you will be able to select more than one option if you wish. To do so simply press the 'Ctrl' key when selecting each option then click 'Apply'.

The screenshot shows a filter menu on the left with sections: Overview, Financials, Location, Advisors, Contacts, and Legal. Under 'Location', 'Trading office postcode area' is checked. To the right, a dropdown menu is open, showing options AB, AL, B, BA, and BB. The 'BA' option is highlighted. Below the dropdown are 'Reset' and 'Apply' buttons.

Once you have filtered your list completely click on the 'show results' button to bring up your list.



You now have your list with the output fields you have chosen.

Company Number	Company Name	Principal Activity Description	Trading Address Town
FC004434	Mitsui O.S.K. Lines, Limited	Marine shipping, warehousing, distribution, cruise ships, ferries, coastal liners, forwarding, ship agency, insurance and port and harbour transportation. A/cs in Japanese Yen.	London
FC017039	Korean Reinsurance Representative Office	The reinsurance of general insurance. T/O = Earned premiums. Accounts data expressed in Korean Won.	London
FC010062	Ing Bank Nv	A group engaged in the provision of banking and insurance facilities. Accounts data expressed in Euros. T/O = Gross operating and investment income.	London
00002065	Lloyds Bank Plc	A group engaged in the provision of a wide range of banking and financial services, including insurance services.	London
01397169	Prudential Public Limited Company	A group engaged in the provision of financial services, including life insurance, pensions and annuities business.	London



The list can easily be exported into Excel.

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## Benchmarking

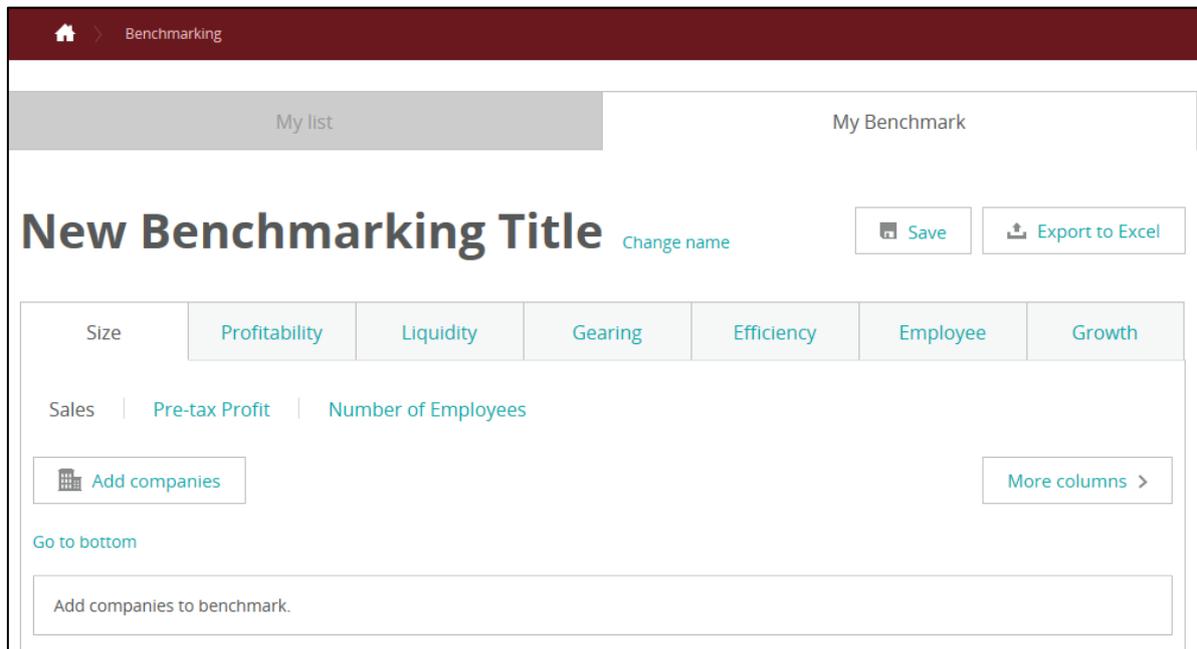
Use the benchmarking tool to measure performance of your competitors against your own or for research and analysis purposes.

To begin select 'benchmark' from the List & Benchmark screen.

### List Builder and Benchmarking

Use our List Builder tool to search, compare **benchmark** and analyses companies in one single step.

You will be met with the following screen.



Click 'change name' to give your new benchmark a more appropriate title. Then select 'Add companies' to begin building your list.

\*Note to add companies to a benchmark, you will need the Company No. This can be found by searching for their name on Key Note. You do not need to enter the double zero at the start.

You will then see a list of companies and the following tabs to view.



You can access 10 years' worth of financial data.

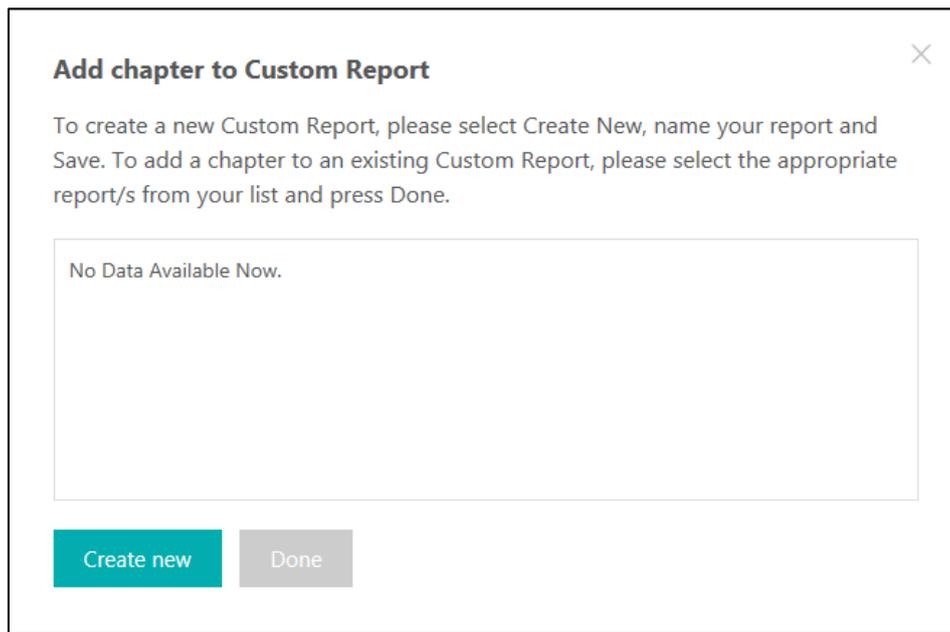
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## Custom Reports

One of the most exciting new features in Key Note is the ability to create your own custom reports. To do so first of all select the report you would like to lift content from and navigate to the relevant chapter. Then simply select 'Add to custom report'



You will at first be met with this screen.

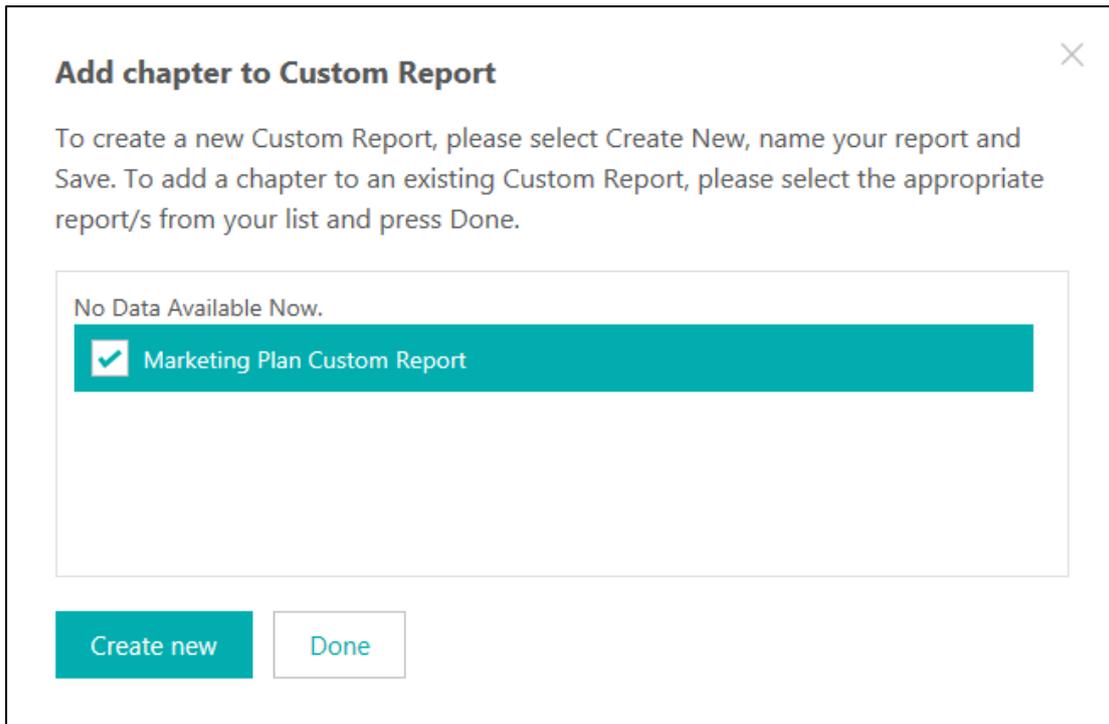


As the prompt says please select 'create new' then you will be asked to name your new report, do so and click 'save'.



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You will now be able to add the chapters you want to this report or create a new one and add them to that.



It isn't just chapters from market reports you can add to custom reports, you add data from company and people reports too.

