Instruction Guide for the “D&B Private Company” Feature in the Mergent Online Database

The learning objectives of this guide are for you to learn:
- how to search for private company data

The “D&B Private Company” feature is a part of the Mergent database. It’s a great feature for locating basic information on private companies. Be aware, however, that data for private companies are not as detailed as public companies.

**Figure 1**

By default, Mergent does NOT include private companies in search results. To include private companies, you MUST tick the appropriate box on the main search page before conducting a search.

If you know you want ONLY private companies, you can unclick the other four options and leave “D&B Private Company Database” selected. This will entirely remove public companies from your search. This is the option I will use for this guide.

To conduct your search, you’ll need to know the company name or ticker symbol.

Let’s run through an example using private company Toys “R” Us.
Type the company name in the search field and click the “Go” button. Alternatively, you can type in the company’s ticker symbol, TOYS.

**Figure 2**

When typing in a company name, you must be as precise as possible. For instance, if you exclude the quotation marks around the “R”, you won’t get the results you want.

The example on the right shows where the company ticker has been entered. Note, however, that the database recognizes “toys” as a word occurring in multiple company names.

"TOYS" is the ticker for Toys R Us, but the database also includes all private companies with the word “toys” in their name. That’s why this search yields 124 companies.
Assuming you want to see data for the main Toys “R” Us company, you’d select the entry ‘Toys “R” Us Inc.’ Click it and you’ll be taken directly to the data profile where you can view company details, list of executives, company financials, list of competitors, etc.

**Figure 3**