Finding Company Information with Business Source Complete

Use Business Source Complete to find information on public and private companies, including parents and subsidiaries, such as:

- Annual sales revenue
- Net profit
- Number of employees
- Detailed company profiles
- SWOT analyses
- Industry and market reports

NOTE: Information available will vary by company. Private companies will have little information available; consult PrivCo for more information on privately held companies.

Business Source Complete includes a number of options for precise searching, such as company entity, ticker symbol, and NAICS code on the advanced search page, which is where you land when entering the database from the library links.
Search for Company Information:

1. Above the search box, click “Company Information”

2. Enter the company name and select any relevant limiters, then click search. You can also use the dropdown menu to change your search to ultimate parent, ticker, or keyword.

   Limiters in Company Information include company type, product, revenue, number of employees, location, year founded, and more.

3. On the results page, click the company name to view detailed results. If you are not getting the desired results, try removing limiters.

4. Detailed results include information on the company.

5. Use related information to access SWOT analyses, industry profiles, market research reports, related articles, and more.
Search for Company Profiles: MarketLine Reports

1. Click on “More” to expand the menu.
2. Select “Company Profiles” to reach the search page.
3. Enter the name of the company in the search box or browse through the alphabetical list of reports available.
4. Click on the MarketLine Report pdf to access the company profile OR click on the name of the company to access other related information, including SWOT analysis, industry profiles, related articles, and more, if available.

MarketLine Reports will always show in Company Profiles if they are available. They may not show in the results for Company Information.

Related information available by clicking on company name in the results list.