Finding ... company and industry information

Apart from information you can find on the Internet we have a number of databases that can help you build up a profile of a company.

We are not focussing on company financial information here. This is covered separately.

Compiling a company profile

Open the Business Source Complete database.

Find information on a specific company by entering the name of the company in the search box then selecting ‘Company Entity’ from the options box.

The results page lets you limit the results that are displayed. Various options are displayed either side of the page.

Refine the results by date or full text coverage, or Scholarly Journals only.
Add in an extra keyword to limit your results to articles about a particular aspect of the company, for example, Apple AND Marketing.

Also of note in BSC are Datamonitor reports – independent analysis on major companies. To access these select More from the title bar.

Then Company profiles. Simply enter the name of the company or browse the A-Z list. The type of information usually presented includes: SWOT analysis, key competitors and a brief history of the company.

**Industry profiles**

In the search box type in the industry you are interested in. To limit the search you could also enter the location in which you are researching. For example, we could search for the Insurance Industry in Germany.

Type Insurance on one row and Germany on the other in the search boxes.

Again select Full Text.

Now select Industry Profile from the publication type and click **search**.
Compiling a company profile in Proquest

Open the Proquest – ABI/Inform Global database.
Select Data & Reports.

Find information on a specific company by entering the name of the company in the search box then selecting what you want included in the results. Use the search options to get more relevant information.
On the results page you can use the **Narrow results by** options to limit your results by source type, date, location, publication title, etc ...

It is worth exploring these options to help you find relevant resources quickly.

You can also search Proquest for articles on specific companies as you can other databases. Use the **Advanced search** to get relevant results. Proquest searches a wide range of resources and is invaluable as it uniquely searches the Financial Times.

Again, use the search options to get relevant information.
Further industry information

Another source of global industry information is from Accounting companies. An example is the PriceWaterhouseCoopers website.

http://www.pwc.com/

Select the country you are interested in from the International PWC Sites list.

When you are in the International site look for Industries or Industry Sector section and select the industry you are interested in.

Note that there are in-depth reports to download but they are not clearly marked.

Other options include Deloitte (http://www.deloitte.com). Explore the Insights and the Industries tabs to access reports and surveys on global sectors.

End of help sheet