

Company information in Business Source Complete

This guide will show you how to find information about companies, including SWOT analysis and industry profiles using the Business Source Complete database.

Connect to **Business Source Complete** through the [moodle database course](#) or the [library website](#).

The first screen that appears in Business Source Complete should be the **Advanced search** screen. Follow the instructions and reproduce the screenshots below to see how the searching works for yourself.

1. The Information in 'Company Profiles' is much better than 'Company information'. Here you will find detailed company reports and SWOT analysis.

2. Put the name of the company into the search box and press Browse.

3. Use the industry column to identify the right company.

4. Click here to open the report.

Company Name	PDF Complete Report	Location	Industry
Tesco Corporation	MarketLine Report (994K)	United States	OIL; GAS
Tesco PLC	MarketLine Report (992K)	United Kingdom	FOOD
	MarketLine Report (1029K)	United States	OIL; GAS
	MarketLine Report (970K)	United States	TELECOMS
Tessenderlo Chemie NV	MarketLine Report (975K)	Belgium	CHEMICALS

The screenshot shows a web browser window displaying a report for Tesco PLC. The page title is "Tesco PLC TABLE OF CONTENTS". The main heading is "TABLE OF CONTENTS". The table of contents lists the following sections: Company Overview, Key Facts, Business Description, History, Key Employees, Key Employee Biographies, Major Products and Services, Revenue Analysis, SWOT Analysis, Top Competitors, Company View, and Locations and Subsidiaries. The page number "23" is visible at the bottom right of the table of contents. Two callout boxes are present: one pointing to the vertical scrollbar on the right side of the page, and another pointing to the "SWOT Analysis" and "Top Competitors" entries in the table of contents.

**5. Use the scrolling bar to find the Table of Contents**

**6. These are the most useful sections of the report. You will use SWOT analysis a lot in your course. Use Top Competitors to understand the whole industry.**