

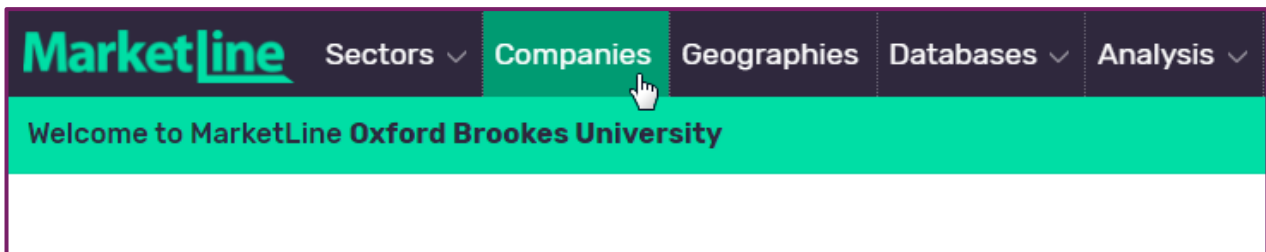
Finding company information on Marketline

Marketline provides accurate and up-to-date research reports on companies, industries and countries for every major marketplace in the world.

Reports include Company SWOT analysis, Industry Five Forces Analysis and Country PESTLE analysis.

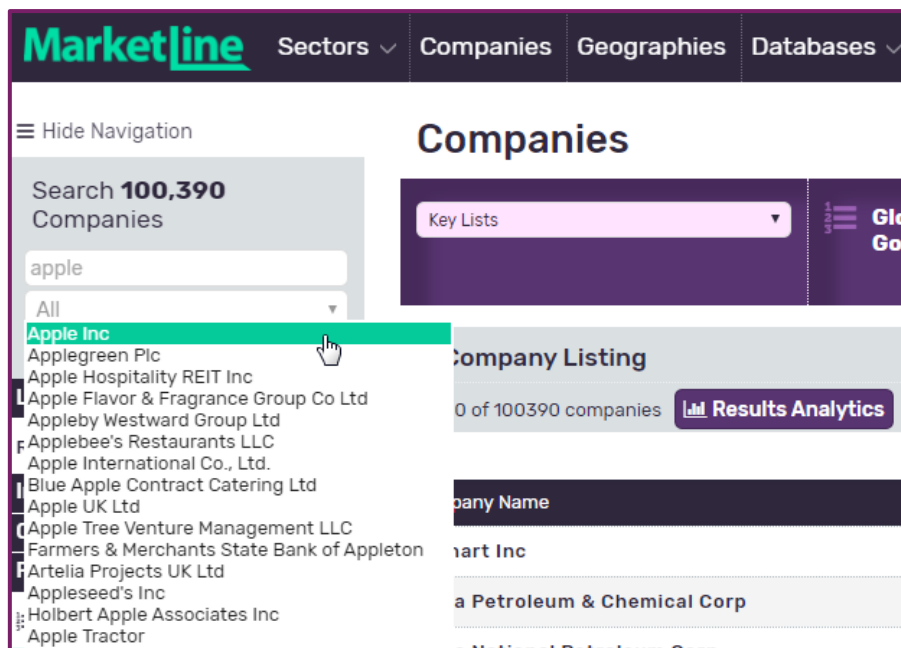
Connect to **Marketline** through the [Moodle database course](#) or the [library website](#).

If you're looking for company information on Marketline, the quickest way is via the Companies tab at the top of the homepage.



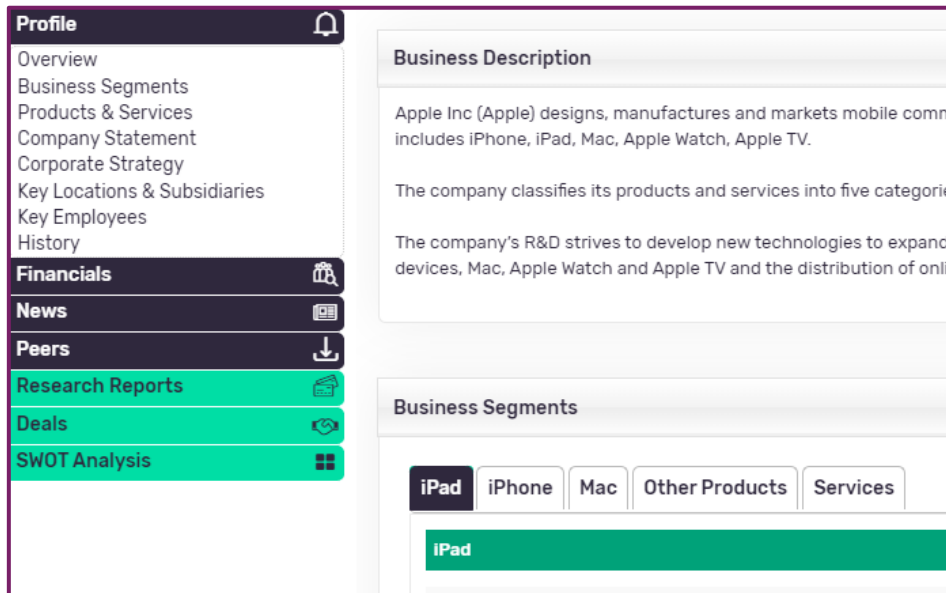
For information on a particular company, type the name into the search box. Select from the drop-down menu and click the search button.

In this example, we will look at company information for Apple Inc.



Click the name of the company in your search results to see details. This will take you to the Company Overview page.

To see more detail, choose Profile from the menu on the left.



For example, you can see the performance of different products, and information about the company's strategy.

For financial information, choose 'Financials' from the same menu on the left.

This will give you recent financial announcements and detailed financial statements.

The screenshot shows the 'Financial Statements' section. It has tabs for 'Annual' and 'Interim'. A green button labeled 'Detailed Financials' is visible, along with a note: '*Note: All figures in million except per share data.*' Below this is a table with two columns: 'Parameters' and 'Currency'. The table is divided into two sections: 'Income Statements' and 'Balance Sheet'.

Parameters	Currency
Income Statements	
Total Revenue	USD
Gross Profit	USD
Operating Income	USD
Net Income	USD
Diluted Normalized EPS	USD
Balance Sheet	
Total Current Assets	USD
Total Assets	USD
Total Current Liabilities	USD

Selecting 'Research reports' from the menu on the left will show related industry profiles, i.e. the wider context the company operates in.

These reports are directly viewable and downloadable in full from this page.

Date	Report	Download
Company In Focus		
24 Jan 2019	United States - PCs	
24 Jan 2019	Asia-Pacific - PCs	
24 Jan 2019	United Kingdom - PCs	
24 Jan 2019	China - PCs	
24 Jan 2019	Japan - PCs	
22 Dec 2018	Japan - Mobile Apps	
22 Dec 2018	United Kingdom - Mobile Apps	

For major companies, you will also find a SWOT analysis.

This analysis can be very helpful for assignments.

Make sure you reference it properly - look for 'Market Research Reports' on Cite Them Right.



Company profiles are only one of the many resources on Marketline. Please see our other videos and documents for more guidance.