

Market Research

How to find company information

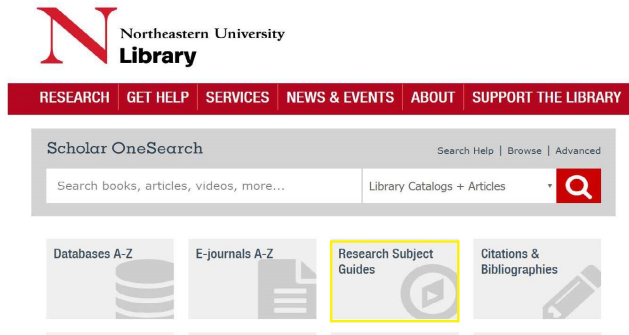
This guide will walk you through the process of finding information about a specific company in the following databases:

- Business Source Complete**: known as "the Swiss Army knife of business databases," this is a helpful starting point for getting general company information, especially when preparing for an interview with a company
- MarketLine Advantage** : collection of more detailed company information, including SWOTs, company profiles, and industry surveys
- Mergent Archives**: collection of company-generated and industry-related documents, helpful for finding financial information found in quarterly and annual reports, along with industry reports

How to find company information in Business Source Complete:

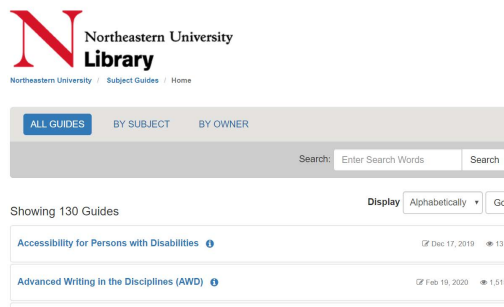
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Go to the library website at library.northeastern.edu. Click on the **Research Subject Guides** link.



2

Scroll down the alphabetical list to the **Business Administration Guide**



3

Click on the red tab at the top of the page titled **Companies** to get a list of databases for company research.



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Click on **Business Source Complete**.
You may be prompted for your MyNortheastern user name and password and/or DUO multi-factor authentication.

These databases provide information about public companies, as well as news and research articles.

• [Business Source Complete \(EBSCOhost\)](#) 

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To search for information about a specific company, type the name of the company in the search box and use the drop down menu to the right of the search box to select **Company Entity**. In the second search box, type **company profile** or **SWOT**.



The screenshot shows the EBSCOhost search interface. At the top, there is a red navigation bar with links for "New Search", "Publications", "Company Information", "Thesaurus", and "More". Below this, the EBSCOhost logo is visible on the left. The main search area contains three search boxes. The first box contains "amazon.com" and has a dropdown menu set to "CO Company Entity". The second box contains "AND" followed by "company profile or swot" and has a dropdown menu set to "Select a Field (optional)". The third box is empty and also has a dropdown menu set to "Select a Field (optional)". To the right of the search boxes are buttons for "Search", "Clear", and "+" and "-" symbols. At the bottom of the search area, there are links for "Basic Search", "Advanced Search", and "Search History".

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Your results will be related to the company with the most recent information listed first.

The screenshot displays the EBSCOhost search interface. At the top, the search bar contains 'amazon.com' and 'CO Company Entity'. Below the search bar, there are two rows of search criteria: 'AND - company profile or swot' and 'AND -'. The search results are displayed in a list format. The first result is '1. CISCO (NASDAQ: CSCO) ACQUISDATA Company Profile.' and the second result is '2. AMAZON.COM (NASDAQ: AMZN) ACQUISDATA Company Profile.' The second result is highlighted with a yellow border. The interface includes a 'Refine Results' sidebar on the left with options for 'Current Search', 'Boolean/Phrase', and 'Limit To'. The search results are sorted by 'Date Newest'.

Search Results: 1 - 50 of 90

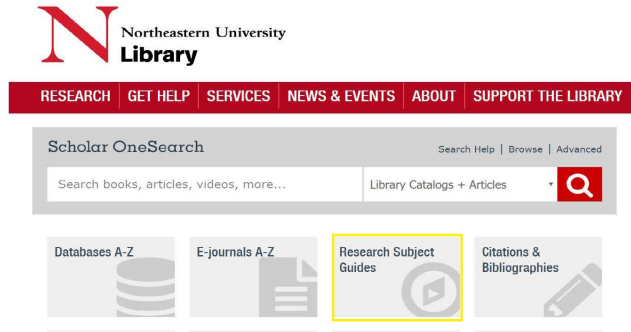
1. CISCO (NASDAQ: CSCO) ACQUISDATA Company Profile.
Acquisdata Company SnapShot Cisco (NASDAQ: CSCO), 2/12/2020, Issue 6788, p1-13, 14p.
Subjects: Cisco Systems Inc.; Accenture PLC; Adobe Systems Inc.; Alphabet Inc.; Amazon.com Inc.
PDF Full Text Report a problem

2. AMAZON.COM (NASDAQ: AMZN) ACQUISDATA Company Profile.
Acquisdata Company SnapShot Amazon.com, 1/30/2020, Issue 6688, p1-18, 19p.
Subjects: Electronic commerce; Amazon.com Inc.; Electronic shopping and mail-order houses; Electronic Shopping
PDF Full Text Report a problem

How to locate company information in MarketLine Advantage:

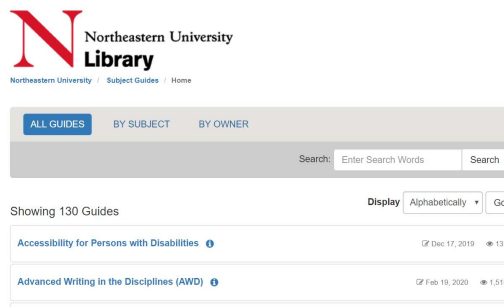
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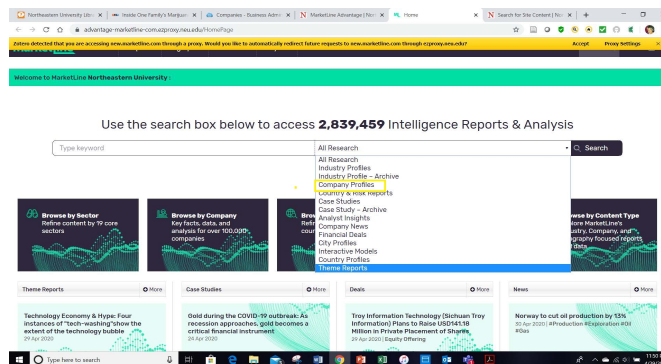
Click on the **MarketLine Advantage** link. You may be asked for your MyNortheastern user-name and password and/or DUO multi-factor authentication.

- [MarketLine Advantage](#)

Provides company, industry, country and financial data. Includes company SWOTs, industry profiles, case studies.

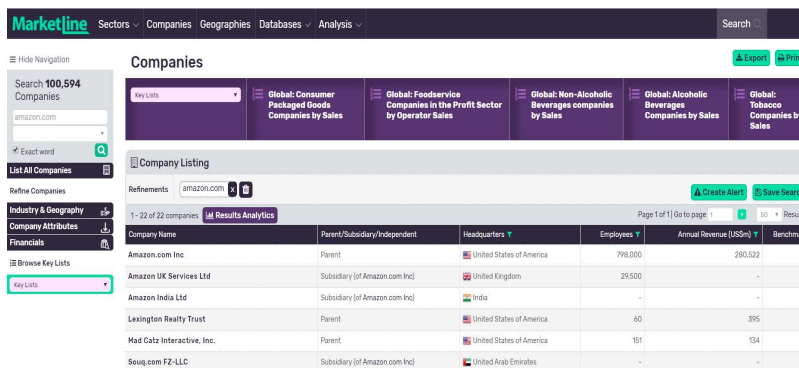
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Enter the company name into the search box and use the drop down menu to the right of the search box to choose **Company Profiles**. Click **Search**.



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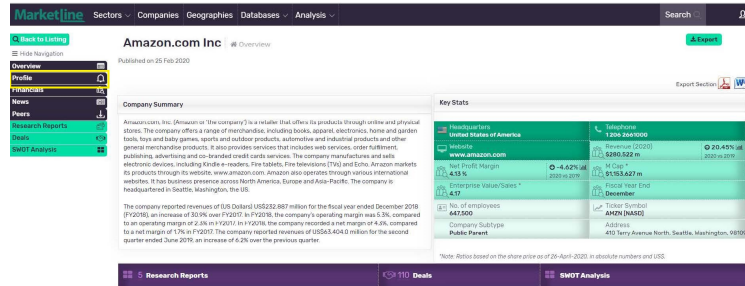
Company search results may include the company, subsidiaries and related companies.



Company Name	Parent/Subsidiary/Independent	Headquarters	Employees	Annual Revenue (US\$m)	Benchmark
Amazon.com Inc	Parent	United States of America	798,000	280,522	
Amazon UK Services Ltd	Subsidiary (of Amazon.com Inc)	United Kingdom	25,500	-	
Amazon India Ltd	Subsidiary (of Amazon.com Inc)	India	-	-	
Lexington Realty Trust	Parent	United States of America	60	395	
Mad Catz Interactive, Inc.	Parent	United States of America	151	134	
Seou.com FZ-LLC	Subsidiary (of Amazon.com Inc)	United Arab Emirates	-	-	

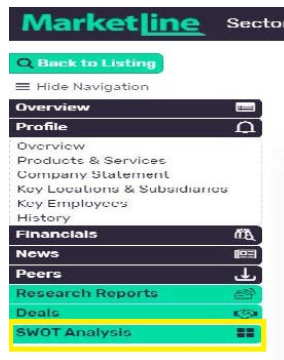
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To get to detailed company information, click on the company name. The options on the left side include a **company overview** and a **profile**. Clicking on the profile link will open a table of contents.



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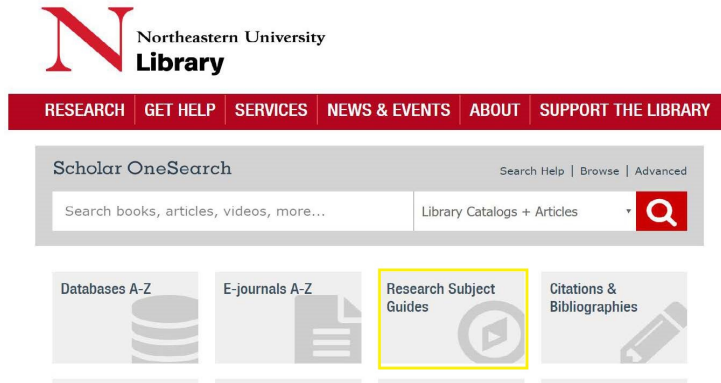
Other useful links include **Research Reports** and a **SWOT Analysis**. The SWOT is used by an organization to strategically plan, checking strengths, weaknesses, opportunities and threats within the organization and with its competitors.



How to find company information in Mergent Archives:

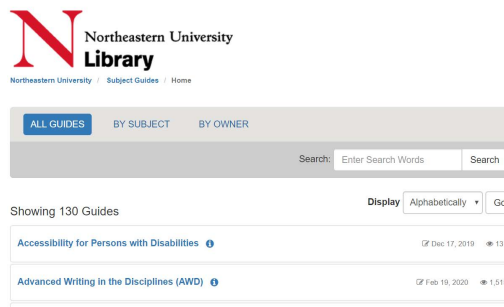
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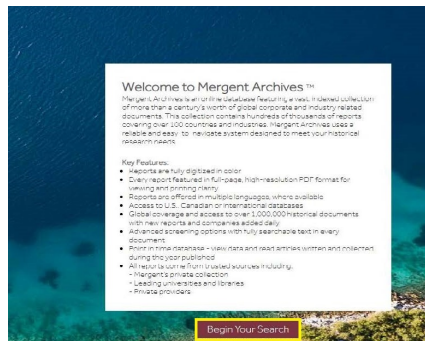
Click on the **Mergent Archives** link. You may be asked for your MyNortheastern username and password and/or DUO multi-factor authentication.

- [Mergent Archives \(formerly Mergent Web Reports\)](#) 

Archive of corporate and industry related documents from Mergent. Includes Digital Corporate Manuals and the Digital Municipal & Government Manuals.

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Click on the **Begin Your Search** button on the Mergent Archives home page.



6

Put the company name in the **Company Name** search box and then click **Search**.

7

From the list of results, click the company name to access its annual reports.

Company	Doc Date ▾	Ticker	City	State	Country	Document Type
Amazon.com Inc	12/31/2019	AMZN	Seattle	WA	United States	10K or Int'l Equivalent
Amazon.com Inc	09/30/2019	AMZN	Seattle	WA	United States	Interim
Amazon.com Inc	06/30/2019	AMZN	Seattle	WA	United States	Interim
Amazon.com Inc	03/31/2019	AMZN	Seattle	WA	United States	Interim
Amazon.com Inc	12/31/2018	AMZN	Seattle	WA	United States	10K or Int'l Equivalent
Amazon.com Inc	09/30/2018	AMZN	Seattle	WA	United States	Interim
Amazon.com Inc	06/30/2018	AMZN	Seattle	WA	United States	Interim