How to find a Company Profile

You can usually find a company's Annual Report on their website. While useful, it does not provide you with information on competitors, a SWOT analysis or the outlook for the company. Company profiles provide all this information.

Use the database BUSINESS SOURCE COMPLETE to locate company profiles.

**Step 1:** Select Company Profiles Tab from drop down menu

**Step 2:** Enter a Company Name in the Search Box

Enter Company name and not name of brand they may own e.g. C&C produce lots of brand name drinks. Do not search the name of one of their products.
Step 3: Select your Company from the Results List. Click on Marketline Report to view Company Profile.

Always check the date of publication on the company profile to see if it is the most up-to-date information.

A Company Profile can give you valuable informations such as:
- Company Overview
- Key Facts
- Key Employees & Biographies
- Company History
- SWOT Analysis
- Products & Services
- Top Competitors
- Company View
Find a SWOT Analysis

SWOT analysis is an acronym for strengths, weaknesses, opportunities, and threats—and is a structured planning method that evaluates those four elements of a project or business venture.

You can search for a SWOT analysis for a particular company in BUSINESS SOURCE COMPLETE

**Step 1: Go to Advanced Search**

**Step 2: Type your company name in the first search box. Type 'SWOT analysis' in the second search box**
Step 3: In the Results list open the PDF depending on what date you want to view.

A Company Profile and SWOT analysis allows you to get an insight into a company. Using this information in a job application or interview will set you apart from other candidates that do not have access to these resources.

www.tudublin.ie/library