Part 3 – Researching Companies

This section answers the following questions:

- What type of organization is it (public, private, non-profit, etc.) and how is it structured?
- What are the organization’s goals and values?
- What are the products/services provided by a given organization?
- Who are the organization’s major competitors?

1. **Corporate Affiliations (VPN is required)** [http://www.corporateaffiliations.com/]
   “Who owns whom”. Company information, business description, competitors, parent company and subsidiaries, and more. Access is limited to 1 user at a time.

2. **ProQuest – Hoover’s Company Profiles (VPN is required)**
   [http://search.proquest.com/hooverscompany/index?accountid=12339]
   Profiles of more than 40,000 companies, 600 industries, and 225,000 key executives. Information includes company history, competitors, financial summary, top officers, and related industry information.

3. **Business Source Complete (VPN is required)**
   Coverage Profiles of company profiles, links to company information, market research reports, and SWOT analysis.

4. **Mergent Online (VPN is required)** [http://www.mergentonline.com/basicsearch.php]
   US public companies and companies listed on the NYSE and NASDAQ. Information includes company financials, company history, news, and major competitors. Access limited to 3 simultaneous users.

5. **MarketLine Advantage (VPN is required)** [http://advantage.marketline.com/]
   Profiles of international companies. Company profiles include: Company description, history, products and services, key employees, leading competitors, daily market share, SWOT analysis and news links.

   General company News. Articles and press releases form large and small media outlets.

Note: A good source of information about a company is to visit the company’s website and LinkedIn profile.

**Additional Resources**

- McGill Library - Company Research Database Listing
  [http://libraryguides.mcgill.ca/companyresearch]