

# MarketLine: Finding company profiles and SWOT Analysis

## Transcript

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Very often, you have to work on an assignment that requires you to look up a company profile.

What is the background of the company?

How does the company present itself, in terms of image? What are some of the strengths or weaknesses of its business position?

What external information can you find that supports or contradicts the company's self-presentation?

What other important issues, for example, legal issues, management problems, the economy, labor shortage, that currently affect the company's well-being and how?

To organize your research about a company, you can use SWOT analysis. SWOT analysis is a method that helps you understand the well-being of the company.

The basic components of a SWOT analysis are Strengths, Weaknesses, Opportunities, and Threats. Strengths and weaknesses are typically internal, while opportunities and threats exist outside the management of the organization. For example, a business might consider its net worth a financial strength, but views its low employee morale as a weakness. A new target market or demographic that has been made available to the organization could be an opportunity, while current legislative changes may pose a threat.

So, which database can we use to look up company profile, and maybe the SWOT analysis of the company? Business Source Premier and Marketline are terrific tools that can help you. In this video, I am going to show you how to use MarketLine. Let's go to View all Databases on the Rutgers Libraries web site. On the Indexes and Databases page, you will see letter M listed under By Title. Click "M" and then "MarketLine".

Click on the "connect" button.

For example, I want to know more about a company named Alibaba. Let's type the name of the company.

You will first see results that are related to industry, in our case, the results will have to do with consumer electronics and ecommerce. If you scroll down, you will see results that are related to the company. Since I am looking for a company report about Alibaba, I scroll down and see Alibaba Group Holding Limited.

The report is in PDF format.

When you see the report, always pay attention to the date. It gives you an idea of how current this report is. You sure do not want to rely on a report that is too old.

In this case, the full report of Alibaba contains information such as the history of the company, the names of the key executives, their biographies, the revenue analysis and most important of all, the SWOT analysis and a list of key competitors. You can see that the report contains lots of useful information.

Just so you know - MarketLine provides industry, company, market analysis, and country reports and data based on published research and primary and secondary data sources. You can always go back and check out the other reports and articles related to Alibaba.

Now, you can use MarketLine for your assignment. Later when you have job interview, don't forget to consult MarketLine as well!