How to Find Company Profiles and Reports in Business Source Complete

To find information on a publicly traded company, you have several options. The first way to find information on a company is to click on **Company Information** in the blue headings bar and then type in the name of the company. The example below shows a search for Procter and Gamble using the Boolean phrase mode.
Change the **Company Name** option to **Ultimate Parent** in order to choose the Parent Company of Procter and Gamble and not one of its many subsidiaries.

The first entry for Procter and Gamble is the Parent Company of the corporation.
A window pops up giving a basic snapshot of P&G’s (Procter and Gamble’s) company data including the financials, and links to its subsidiaries, Executives, Industry, and More.

Simply click the blue links on the right to see more information under Company Data.
Under *Financials*, you can also find data on the subsidiaries, the executives and the Industry codes.

In the left column under *Related Information*, you can choose from different types of research types. Let’s choose SWOT Analyses.
Here are the findings for several SWOT analyses entries.

If you are interested in finding third-party reports on the company, click on the “Show More” link under Publication Types.
Here are the Search Results for Procter and Gamble. Click on PDF Full Text to view the report.

Here's is the first entry on our list above written by Bernstein Research:

Procter & Gamble: Time for Action — Enabling Growth Through Lower Costs and Increased Investments

SEPTEMBER 2012

P&G must streamline costs, improve execution, and aggressively reinvest in the business

If P&G wants to deliver long-term growth of 1-2% above its markets, we believe that it must
The second way to search for company information is to click the “More” tab at the top of the page and choose “Company Profiles”. Business Source Complete creates its own reports called, Market Line and Med Track. You can search for a company in the search bar below. Here is an example of a search for a report on one of Procter and Gamble’s biggest competitors, Kimberly-Clark.

Once you click on the icon under the PDF Complete Report, you will see the full report.
Here is the Table of Contents for the **Market Line** Report:

![Market Line Logo]

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In the Table of Contents, you will see that the report contains a SWOT analysis. By scrolling to page 22 in the report, you will find the SWOT section.

This handy chart below sums up the key factors about the company. A more detailed analysis follows the chart and gives researchers insight about the company’s financial and demographic standing.

![SWOT Analysis Chart]

**SWOT ANALYSIS**

Kimberly-Clark is a global hygiene company offering personal care and consumer tissue products under brands such as Kleenex, Scott, Huggies, Pull-Ups, Kotex, and Depend, among others. The company’s strong portfolio of daily-use brands sold across 175 countries is helping it to retain a market leading position. However, working in an intensely competitive environment exerts continued pressure on the company’s results of operations and financial condition.

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
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<tr>
<td>Portfolio of market-leading, daily-use products with strong brands</td>
<td>Revenues highly dependent on specific geographies, customers and product</td>
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<td>Continued investments in product innovation and marketing</td>
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<td>Unfunded employee pension benefits</td>
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<td>Opportunities</td>
<td>Threats</td>
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<td>Growing personal care and home care markets</td>
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<td>Increasing preference for organic and natural personal care products</td>
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