What is a Company Profile?
A document that tells you about a company's:
- History
- Management Structure
- Employees
- Financials
- SWOT Analysis
- Competitors

Where can you find them?
- Business Source Complete
- ABI/Inform
- Hoover's Company
- Passport GMID
- Sustainalytics (only for Canadian companies)

Why use them for research?
Can help you determine a company's:
- Organizational structure
- Key employees
- Strengths, Weaknesses, Opportunities and Threats (SWOT)
- Overall picture of the company

Need more help?
Chat - Email - In Person - Phone