Company and Industry Research Resources

Get started with your research by exploring the following library databases. Visit the library homepage at https://library.metrostate.edu/ and click on the link "Databases A-Z." Choose one of the following from the list.

Company history

1. **Business Insights: Essentials:** Type in your company's name and then click "Company Histories" on the left.
2. **Business Source Premier:** Click on "Company Profiles" at the top and then type in your company's name. Each report has a 1-2 page history.

SWOT (Strengths – Weaknesses – Opportunities – Threats) analyses

1. **Business Insights: Essentials:** From the "Companies" dropdown menu, choose "SWOT Reports."
2. **Business Source Premier:** Click on "Company Profiles" at the top and then type in your company's name.

Industry information

1. **S&P's NetAdvantage:** Lengthy reports about the state of various industries, along with detailed analysis. Click on the "Markets" menu and then choose "Industry Surveys." Click on the Headline column to sort the list of available reports alphabetically. Click on the Adobe Acrobat PDF icon to open the report.

2. **Business Insights: Essentials:** Type in the name of a company doing business in the industry you are researching. Click on the matching company in the list of search results. On the next page, click on one of the industries listed at the right that you consider most relevant. Finally, choose one of the "Industry Essays" on the next page.

If you need any assistance, please contact the Library's Reference and Research Assistance Desk at library.services@metrostate.edu or (651) 793-1614. Chat with us online at https://library.metrostate.edu/

Available in alternative formats for people with disabilities.
Call the Center for Accessibility Resources at (651) 793-1549.

Small or Private Companies and Not-for-Profit Organizations

Due to various federal disclosure requirements, the amount and kinds of information may be limited for some companies and organizations. As a result, less information is available in the library's databases about small or private companies and not-for-profit organizations.

Research strategy #1

If you are researching a private company, try searching the library databases **PrivCo** and **S&P NetAdvantage**. The amount of information available on companies covered by these databases varies significantly.

Research strategy #2

Synthesize information you find researching the industry (previous page) with information you can gather from visiting the company or organization's website. Also glean what you can from the information available about your company's competitors or organization's partners.

Research strategy #3

Search for news articles about the company or organization.

For Minnesota companies and organizations, search for articles written in the local newspapers *Star Tribune* and *Pioneer Press*, which are archived in the library database **ProQuest U.S. Newsstream**. Follow these directions:

1. Go to the library's homepage: https://library.metrostate.edu/
2. Click on Databases A-Z.
3. Click on the "P" tab.
4. Click on ProQuest U.S. Newsstream.
5. Click on the "Advanced Search" link.
6. Type your company name, like "Andersen Windows," in the first search box.
7. Type "Pioneer Press" in the search box on the **second** row.
8. Click "Add a row" and then choose "OR" from the dropdown menu on the **third** row.
9. Type "Star Tribune" in the search box on the **third** row.
10. Choose "Publication title—PUB" from the dropdown menu on both the **second** and **third** rows.
11. Click the Search button.

Also check out the **Minneapolis/Saint Paul Business Journal**. Follow the same steps above, but choose the "M" tab and click on Minneapolis/Saint Paul Business Journal. Once inside, search the name of your company.

Research strategy #4

For not-for-profit organizations, search **GuideStar** database**.** Follow the same steps above, but choose the "G" tab and click on GuideStar. Once inside, search the name of your organization in the search box. This database contains nonprofit organization financial information (including the IRS Form 990), mission statements, lists of board members and senior management, and more. **The information available for an organization will vary.**

Research strategy #5

Identify (through a Google search, for example) relevant national, regional, or statewide associations. Browse their websites and look for research reports, statistics, or periodicals that may be useful.