First, selecting relevant databases: Access Research Port and Click on the "Business/Economics" category.

You will now see relevant business databases providing company reports and other data that is the focus of this tutorial.

1. Business Source Complete—Business Searching Interface
   - Datamonitor Reports—basic company information, SWOT, financial data
   - Industry Reports
   - Articles from Wall Street Journal
   - Articles from trade and academic business journals

To access Datamonitor Reports

Click on "Company Profiles"
Here's the Datamonitor Report

Then type in the name of your company

Clicking on a particular section on the left will take you to that section.

Here is the "Business Description" section. Much of the information available in DataMonitor reports is in paragraph form, rather than in tables and graphs.
Revenue Analysis

The Revenue Analysis for Apple gives overall revenue info for 2009 and 2008, and breaks this down by various products, such as iPhone, iPods, etc.

SWOT Analysis
The SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis is a particular set of ideas put together and made available here. It is not necessarily the definitive analysis, and does not include all available ways of expressing this information about a company. You are encouraged to use your own analysis from various data and from information from articles on your company.

It begins with a summary table:

<table>
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<tr>
<th>Strengths</th>
<th>Weaknesses</th>
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<tbody>
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<td>Strong brand image</td>
<td>Product recalls</td>
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<tr>
<td>Robust financial performance</td>
<td>Patent infringement</td>
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<tr>
<td>Focused R&amp;D driving innovation</td>
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<table>
<thead>
<tr>
<th>Opportunities</th>
<th>Threats</th>
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<tbody>
<tr>
<td>Strong growth in smartphones market segment</td>
<td>Intense competition</td>
</tr>
<tr>
<td>Continuing growth in demand for mobile PCs</td>
<td>Dependence on specific suppliers</td>
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Strengths

Strong brand image

The Apple brand is well recognized amongst most consumers. Apple’s products enjoy a high level of brand awareness and brand recognition throughout all its markets. Moreover, the company’s

and then continues with detailed information in each category:

Company List Download PDF

Apple Inc.

Apple reported robust financial performance in the past few years. The company’s total revenue increased to $42,905 million in FY2009 from $24,578 million in 2007, representing a compounded annual growth rate (CAGR) of 32.1%. The company’s operating income recovered from an operating loss in FY2003 to operating profits of $11,740 million, $8,327 million and $4,407 million, respectively, in FY2009, 2008 and 2007. As a result, the company’s operating profit margin has improved to 27.4% in 2009 from 22.2% in 2008 and 17.9% in 2007. Following the trend, Apple’s net income margin also improved to 10.2% in 2009 from 16.3% in 2008 and 14.2% 2007.

Strong operating performance has resulted in higher cash from operating activities of $10,159 million in FY2009, compared to $9,956 million in 2008 and $5,470 million in 2007. Strong growth in revenues and cash flows indicates the company’s robust financial position, which strengthens its investors’ confidence, as well as allows it to invest in future growth avenues.

Focused R&D driving innovation

Apple has a strong focus on research and development (R&D) as continual investment in R&D is critical for the development and enhancement of innovative products and technologies. In addition to evolving its PCs and related solutions, the company continues to capitalize on the convergence of the PC, digital consumer electronics and mobile communications by creating and refining innovations, such as the iPod, iPhone, iTunes Store, Apple TV and iPad. Apple leverages its unique

Note that some data is available here, as is the case throughout Datamonitor reports—it is just often embedded in paragraphs.

**Your company's competitors**

Remember that one of the tabs in the main menu is "Top Competitors." It takes you to this screen:
Using Business Source Complete Business Searching Interface to Find Articles

Articles searches can be performed from the homepage of BSC; from any screen, clicking on "New Search" at the top of the page will get you there.

Because of the substantive differences between academic journals, trade journals, and business newspapers, you should probably limit your search to one or two of these. Here's how:
In the advanced search box, click "more options."

Then click the boxes to check the types of publications you'd like.

Also note these other options—develop strategies for their use!