

## Video Transcript: Find a company's products and services

I'm going to show you how to use the databases MarketLine and Passport to easily find detailed information on what products and services a company offers. Now, you might be thinking – why not just check the company's website? That's definitely a good starting point, but not all websites clearly list all of a company's products and services, or there might not be detailed enough information on the website. MarketLine and Passport can help.

Let's start with MarketLine. You can access it through York's library website. Type MarketLine into the search field, select Title Keyword Search and click Find. From here just click the link to launch it. If you're off-campus, you'll need to sign in with your Passport York ID. Say you're looking for Apple's products and services. Just type the company name in the search field and click search. To narrow down your search, click the Companies tab. You still get hundreds of results, and it's probably because Apple is a really generic name. It helps if you initially search by the full name of the company. If you scroll down, you'll see Apple Inc., which is based in the U.S. It also has thousands of employees. This looks like the right one. In case you still don't see the company you're looking for, you can refine your search using any of these filters. By selecting Apple Inc. from the list, you can see its company profile. There is a lot of general information about the company, but you can skip right to what you're looking for by clicking on Major products and Services in the Table of Contents. This MarketLine summary is nice because it also lists all the brands. You can download all this information into a Word or PDF file by clicking here. If you still have questions, like if you know there's a product in the pipeline that's not listed here, you can ask an analyst. Just fill out the contact information and someone will get back to you within 24 hours. As you can see, MarketLine is really easy to use. The problem is that it ONLY tends to cover major publicly-traded American, Canadian, and some international companies. It also doesn't provide extremely detailed information on companies that only sell consumer goods. That's why I'm going to show you Passport next.

Passport covers companies that offer consumer goods, as well as privately-held and global companies. You can access Passport in the same way as MarketLine. Type in the name of the database on the Library Homepage search and click Find. Then Click to access the resource. Passport is one of the few databases where you have to log in with your Passport York regardless of whether you are on campus or not. Just make sure to accept the terms of usage and then you can get into the database. The easiest way to search Passport is to type the company name in the keyword search. This time I'll search for Mars Incorporated, the privately-held company that produces consumer goods like chocolate bars and pet foods. A nice feature is that Passport automatically populates a list of suggested names and topics in the dropdown menu, so you can choose your company right away. From here, click on Company Shares to see a list of sales statistics for Mars's product categories. If you are only interested in products from a specific region, you can click on Change Geographies to filter by location. If you're not sure what some of the products are, scroll to the bottom and click on Category Definitions to learn about how the products are categorized. Another great feature in Passport is that it also includes reports in the Analysis section. These reports will go into a lot more detail about the company's position within product categories like packaged goods and pet care.

So that's how you find a company's products and services using MarketLine and Passport.

Remember, if you can't find your company in one database, try another! Our company research guide lists all of the best databases to use. Our video on finding company filings will also show you how to locate items like annual reports. They can be another useful information source for products and services for publicly-traded companies.

Thanks for watching! And if you need more help with your business research, make sure to check out our other resources on BRYT's website, or click the button to subscribe to our YouTube channel.