How to Search the *Business Insights: Essentials* Database

*Business Insights: Essentials* database has company and industry profiles, SWOT reports, market share reports, financial reports, investment reports, and articles from academic and trade journals.

**ACCESS THE DATABASE:**

1. Go to the RGO Library website: [www.bowvalleycollege.ca/library](http://www.bowvalleycollege.ca/library)
2. Click the **Databases & Journals** tab
3. Select *Business Insights: Essentials* from the drop-down menu or click the **Databases A-Z** link

**BASIC SEARCH**

A basic Search box is available on the main page and the upper right-hand corner of other pages in the database. Type a company name, industry, NAICS code, product, brand or topic and click **Search**:

![Business Insights: Essentials Database](image)

**SEARCH RESULTS**

When you search by keyword you will receive results containing all the different types of information such as company and industry profiles, SWOT reports, and articles.

You can filter your search results in the left-hand column:
On the results page, you will find company or industry profiles listed first, followed by links to brands and/or articles related to your search term. Click on the company name to see the company profile.

From the company profile page you can find specific types of information under Related Content:

COMPANY FINDER

Click on the Company Finder tab from the main page to view companies by location, industry, revenue and/or number of employees. Then, select your search criteria from the options in the left column:
Below is a search for companies in St. Louis, MO, with 1000 or more employees, and revenue of one million dollars or more annually. Click the green headings, to sort the results:

**Comparison Charts**

Compare companies or industries under the **Comparison Charts**. Add/remove companies or industries and change the search metrics for the charts. The charts can be printed or saved by pdf or jpeg: