SWOT Analysis

What is a SWOT Analysis?
- Method used to understand a business or organization and the environment it operates in
- Includes:
  - Strengths
  - Weaknesses
  - Opportunities
  - Threats

Where can you find them?
- Business Source Complete
- ABI/Inform

How?
- Use the main search bar to search for your company AND SWOT

Why use them for research?
- Determine internal strengths and weaknesses
- Determine external opportunities and threats
- Potential company decisions for the future
- Compare with competitors

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