**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
- OCtopus

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

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

**OC Library presents...**
Chat - Email - In Person - Phone