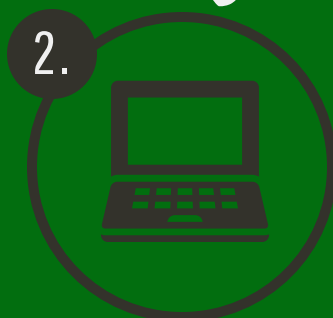


SWOT Analysis



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