How do I get a SWOT Analysis?

The SWOT analysis is an assessment of a firm’s strengths, weaknesses, opportunities, and threats. Don’t rely entirely on these reports. Use your research to come up with your own original analysis.

Three databases actually provide SWOT Analyses for public companies: **EBSCO Business Source Elite, Business Insights: Global, and LexisNexis Academic, and ProQuest ABI/Inform Complete.**

**EBSCO Business Source Elite**

Click on the **Company Profiles** tab. Type the name of your company in the search box or choose the correct alphabetical letter that corresponds to the company’s name. A list with your company will display:

Click on the **Datamonitor Report** link to view the company profile.

The analysis gives an overview and details about the strengths, weaknesses, opportunities, and threats for the company.

Click on the **SWOT Analysis** link to display the four page summary.

SWOT Analysis is one of the sections in the company profile.

Click on the SWOT Analysis link to display the four page summary.
Business Insights: Global
Log into the database. Enter the company name.

On the next screen select the **SWOT Reports** link.
Click on the company name link.

Select the company link.

The SWOT Report will display.
Select **Search By Content Type**.
Under Companies, select **Company Profiles**.

Select the **Advanced Search** link located under the red Search box.
From the Build Your own Segment Search, select **COMPANY**. Click on the And box.
Select **PUBLICATION** from the drop-down menu. Enter a date range.
Next replace COMPANY(InsertTermsHere) with COMPANY(dell). After PUBLICATION replace (InsertTermsHere) with (swot). Click the red Apply button.

You will return to the initial Search Screen. Your search options will display under the red search box, and the red box will contain your search terms.

The next screen pulls up the two SWOT reports that are available for Dell.
ProQuest ABI/Inform Global Database:
At the basic search screen type \textit{ti(swot) and ti(name of the company)}.
For example, enter \textit{ti(swot) and ti(dell)}.

The next screen displays available swot reports, listed with the most recent report first.

Next click on the \textbf{Download PDF} button to view the entire report.

With the table of contents of the report displayed, scroll down to the section on the swot analysis.

In addition to a SWOT analysis, the report will include a company financial analysis, information on mergers & acquisitions and partnerships, recent developments, and an appendix.  

\textbf{NB SWOT analysis how to}