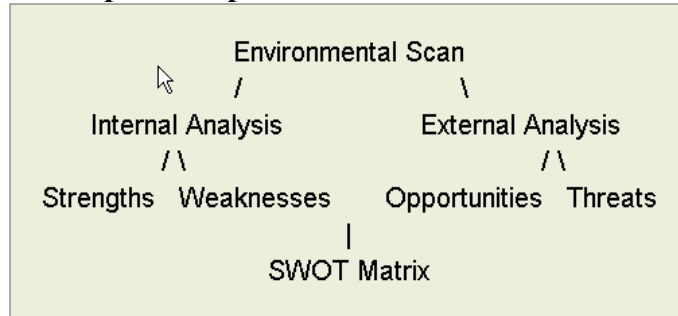


## SWOT Analysis: How To Do The Research

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You've just been assigned a SWOT Analysis project. What do you need to know? How are you going to find it? Where do you get started? This handout is a guide to conducting the research that will help you to get the answers to the questions. The Paul J. Gutman Library has the business information resources you need to get the information for a SWOT Analysis project. Here is a diagram of the SWOT Analysis framework: (learn more at: <http://www.philau.edu/infolit/sba/candiresearch.htm> )



Analytical Area	Examples	Library Resources
Strengths (Internal)	Good Brands Profitable Patents Good Reputation Positive Financials Access to Resources Unique Technology Cash Reserves	EX: Microsoft – extraordinary cash reserves Hoover’s Online – good start point (public) ValueLine – company & industry analysis Business & Company Resource Center ABI/Inform – articles SEC Documents (EdgarScan) – 10K report L/N – Disclosure Report; articles; transcripts
Weaknesses (Internal)	Aging Infrastructure Outmoded Technology Financial Problems Pending Lawsuit Flawed Distribution Scandal/Ethics Issues Leadership Instability	EX: Ford – Reputation for Poor Quality Hoover’s Online - competitors ValueLine – company & industry analysis Business & Company Resource Center ABI/Inform / Business Source Premier– articles SEC Documents L/N – Disclosure Report; articles; transcripts
Opportunities (External)	Unfilled Consumer Need Demographic Shifts Resource Price Shifts Trade Barriers Removed New Technologies Regulations Loosened Possible Merger/Venture	EX: Pfizer – Insomnia Cure Needed ABI/Inform / Business Source Premier– articles ABI/Tradeline (trade journals) or Dateline (local) L/N – articles – newspapers/magazines L/N – Industry/Market search B&CRC – Advanced Search for articles Plunkett – Industry analysis and statistical data
Threats (External)	New Competitor Consumer Tastes Shift Substitute Products New Regulations Workforce Shifts Weak Economy Outmoded Technologies	Ex: Kodak Faces Digital Camera Popularity ABI/Inform / Business Source Premier– articles ABI/Tradeline (trade journals) or Dateline (local) L/N – articles – newspapers/magazines L/N – Industry/Market search Plunkett – Industry analysis and statistical data Plunkett – Industry association contact information