

Youtube URL: <https://youtu.be/EmNR3mTyKG0>

Welcome to our tutorial on How to Locate a SWOT report

This tutorial will show you how to use the library search box to locate SWOT Reports on a specific company. A SWOT Report is a document detailing the Strengths, Weaknesses, Opportunities and Threats for a Company. Business classes often require students to acquire the skills to locate and analyze a SWOT report.

The Search Everything option on our library home page can be used to locate SWOT reports to assist you in your research. The Search Everything tab has 3 options to begin your search.

The search options to begin are:

Keyword (which is the default option)

Title

Author

Let's begin by Searching for the SWOT report for Wal-Mart Corporation.

We will simply type in the search terms which is the name of the company (Wal-Mart) and the term SWOT and press the SEARCH key.

In the result list, you probably will see a number of reports. Some may begin with the title SWOT Analysis: and some may begin with the title Datamonitor. Both are reports compiled by a market research company.

Each of these reports provide market intelligence, data analysis, and SWOT Company Profiles detailing the strengths, weaknesses, opportunities, and threats facing large corporations as well as and public companies globally. These reports can include products and services overviews as well as key competitor information.

Let's examine the results page.

You are presented with a list of results of SWOT Analyses. While at first glance, these documents may look redundant, it is important to look at the Date of publication of the SWOT Reports. While generally SWOT Reports are published annually, they might be published more frequently, and by competing market research companies. You will also see the number of pages in the report (p1-11. 11p). as well as the Database Source from which this report was generated. If you move your cursor to the extreme right and highlight the magnifying glass icon, this will bring up a window displaying further information about that source including the abstract. An abstract will provide you with an introduction to the contents of the report.

All title links are clickable and retrieve more detail on each individual file. Below each entry is the Full Text report as a .pdf file.

Let's examine a SWOT Report in detail:

We will click on the .pdf file icon and the full text document appears on the screen.

The SWOT Report has a standard format beginning with a Table of Contents, followed by a Company Overview and Key Facts about the organization.

This is followed by an introductory paragraph that describes the company and what they do.

Directly beneath that opening statement is a chart listing the Strengths, Weaknesses, Opportunities and Threats that have been assessed for this company. This provides a very useful Quick Glance at the SWOT components so you can rapidly assess some issues or strengths of this company.

Following the “SWOT Box”, is the narrative detailing each component and describing events that lead to the assessment of each Strength, Weakness, Opportunity and Threat.

To the extreme right, you will see a Tools column which presents options to Print, Email, Save, and Cite this report.

Please note that when accessing SWOT reports from OFF Campus, your student login and password are required.

We hope you have enjoyed our tutorial on How to locate SWOT Reports. If you need additional assistance, please contact one of our Reference Librarians and they will be happy to assist you.