



Business Source® via EBSCOhost SWOT Analyses Help Sheet

A SWOT Analysis provides detailed information about a company's strengths, weaknesses, opportunities, and threats. The SWOT Analysis data indexed in EBSCOhost is provided by Datamonitor, a leading provider of online database and analysis services. Datamonitor provides unbiased expert analysis and in-depth forecasts for seven industry sectors: Automotive, Consumer Markets, Energy, Financial Services, Pharmaceuticals and Healthcare, Technology, Transport, and Logistics.

To access a SWOT Analysis in Business Source Premier:

1. On the Advanced Search Guided Style Screen, enter the name of a company in the **Find** field and select **CO Company Entity** from the Select a Field drop-down menu.

2. Select the **Full Text** limiter in the Limit your results area of the search screen and click **Search**.

3. The result list is displayed. Under the Narrow Results by column, click the **SWOT Analyses** link.



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- The SWOT analyses available for your desired company are displayed in the result list with the most recent available at the top.

The screenshot shows the EBSCOhost search results interface. On the left is a 'Narrow Results by' sidebar with 'SWOT Analyses' selected. The main area shows 'Results: 1-4 of 4 Page: 1' sorted by 'Date Descending'. The search criteria is 'CO sony corp'. The first result is 'DATAMONITOR: Sony Corporation' with a description and a 'PDF Full Text (116KB)' link highlighted with a red box. The second result is also 'DATAMONITOR: Sony Corporation' with a similar description. On the right, there are filters for 'Full Text', 'References Available', and 'Scholarly (Peer Reviewed) Journals', along with a 'Filter by Publication Date' range from 1973 to 2009.

- Click the **PDF Full Text** link to read a SWOT Analysis.

The screenshot shows a PDF document viewer displaying the 'DATAMONITOR Sony Corporation Company Profile'. The document title is 'Sony Corporation' and the subtitle is 'Company Profile'. The publication date is '19 Mar 2009'. The viewer interface includes a toolbar at the top with navigation and zoom controls, and a sidebar on the left with document navigation icons.

For more information about SWOT and Datamonitor, please visit <http://www.datamonitor.com>.