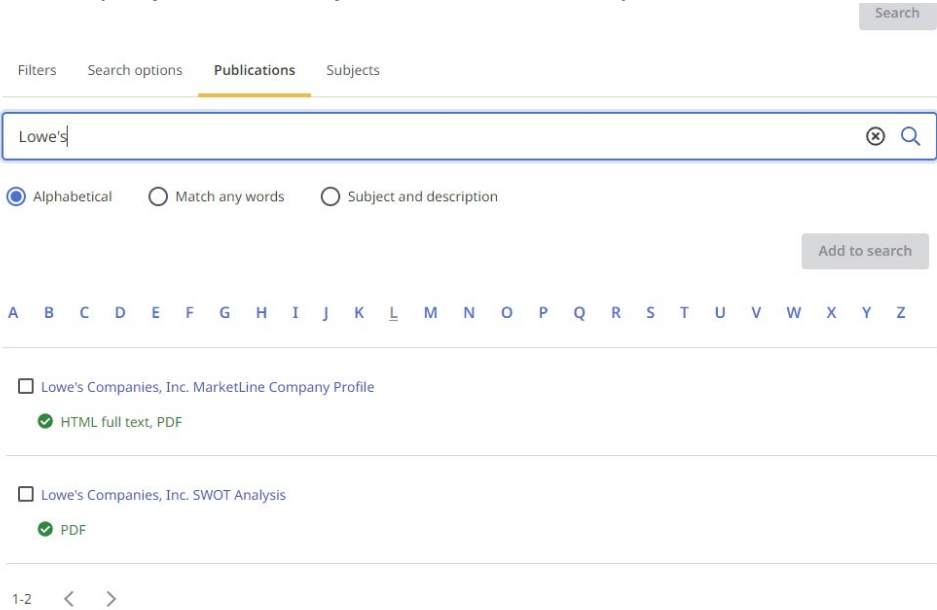


Finding SWOT Analyses

SWOT Analyses show a company’s Strengths, Weaknesses, Opportunities and Threats in one efficient document.

The Business Source Ultimate database houses many SWOT Analyses. Begin on the [Benner Library homepage](#). Under the “Subject Guide” tab, click on the “Business & Marketing” subject guide. Then choose “Business Source Ultimate”.

Click on the Advanced Search option and select the Publications Tab. Here you can search for a specific company or browse by each letter of the alphabet.



Another option for searching is to search the company name followed by “AND SWOT.”

Search articles, books, journals & more



The database Nexis Uni allows access to SWOT and other business information. Select “Nexis Uni” on the “Business & Marketing” subject guide.

This search can be used in the same way as Business Source Ultimate by typing the company name “AND SWOT” to find helpful sources. You can also use the “Find a Company” button to search for more information about the company through Nexis Dossier.

The screenshot shows the Nexis Dossier interface for Lowe's Companies, Inc. The main content area displays the following information:

- Company Hierarchy:** Public Company, [Lowe's Companies, Inc.](#), [View Company Hierarchy](#)
- Annual Revenue:** 85.4B USD, [View Financial Overview](#)
- CEO:** Marvin R. Ellison, [View Executive Contacts](#)
- Employees:** 168,000

Additional details include: Company Type: Public; Street Address: 1000 Lowes Blvd, Mooresville, North Carolina, 28117, United States. A sidebar on the left lists various report categories such as Brands, Competitors, and Financial Overview. A notification box on the right indicates that company profiles are being updated.

For additional help stop by the Info Desk (815-939-5354) or schedule an appointment with a Librarian.

The screenshot shows a library website navigation menu with the following items:

- About
- Contact (dropdown menu open)
- Services

The dropdown menu under 'Contact' includes the following options:

- Ask a Librarian (highlighted with a red box)
- Contact the Library
- Director of Library Services
- Interlibrary Loan
- Online Library Services
- Reference Services