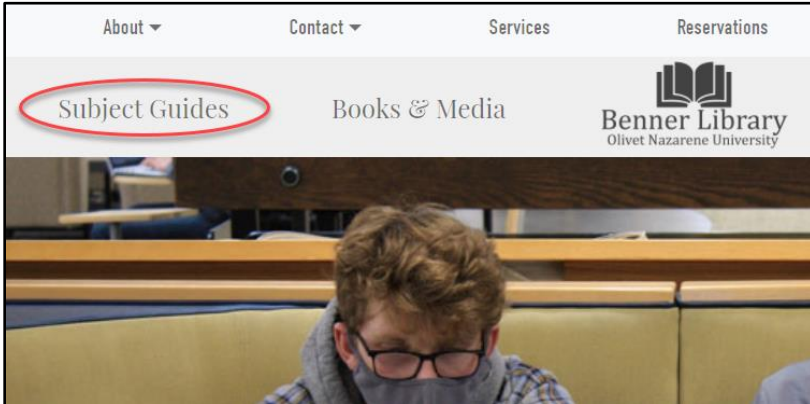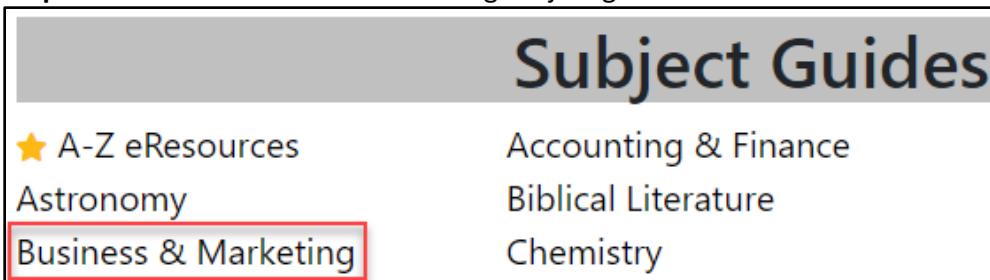# SWOT Analyses

SWOT Analyses show a company's strengths, weaknesses, opportunities and threats in an efficient document. There are many databases provided on the library website that can access SWOT Analyses.
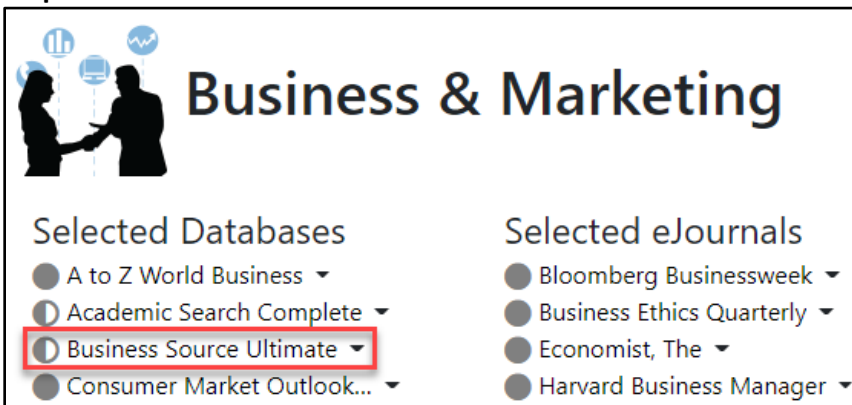
Business Source Ultimate

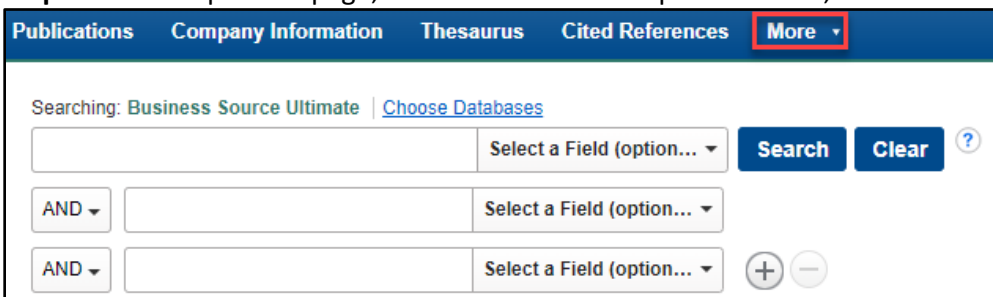**Step 1:** Begin on library.olivet.edu. Click on the Subject Guides tab.

Step 2: Select the Business & Marketing subject guide.

Step 3: Click on the Business Source Ultimate database.

Step 4: At the top of the page, select the "More" dropdown menu, and then select "Company Profiles."

Step 5: Type in the name of an applicable company. Searching can be done alphabetically or with the "Match Any Words" option. When searching alphabetically, the company may not appear right away in the results. Selecting "Match Any Words" has the database search companies that only contain the search term.

Company Profiles

Browse for:

Lowes

○ Alphabetical ● Match Any Words

Page: Previous | Next ▶ ◀ A B C D E F G H I J K L M N O P Q R S T U V W X Y Z ▶

After finding the applicable company, you can select the company's name to access its profile, which lists the SWOT analysis.

Another option for searching is to search the company name, as well as SWOT as an additional term.

Searching: Business Source Ultimate | Choose Databases

Lowe's   Select a Field (option... ▾) **Search** **Clear**

AND ▾ SWOT   Select a Field (option... ▾)

AND ▾   Select a Field (option... ▾) ⊕ ⊖

Basic Search   Advanced Search   Search History

Step 6: After searching for the company name, followed by SWOT, select the applicable results to find the matrix. The SWOT Analyses will show a companies strengths, weaknesses, opportunities, and threats.

Search Results: 1 - 30 of 35

1. **Lowe's** Companies, Inc. **SWOT** Analysis.

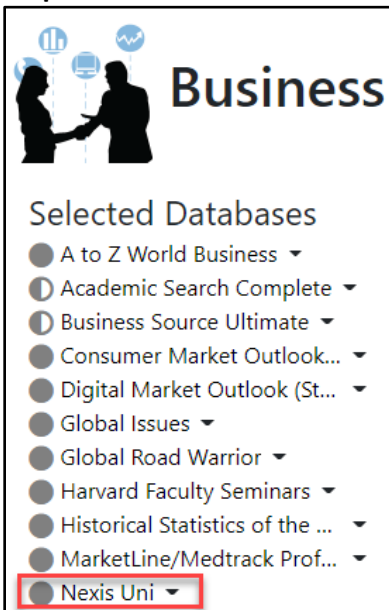   Lowe's Companies, Inc. SWOT Analysis. 6/3/2021, p1-7. 7p.

   📄 PDF Full Text (3MB)

   Notes: This title is not held locally

Note: When accessing the PDF file, click on the page numbers in the index to jump directly to the SWOT analysis.
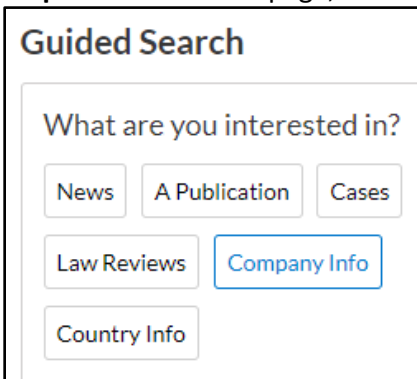
Nexus Uni

Nexus Uni allows access to SWOT and other business information, similarly to Business Source Ultimate.
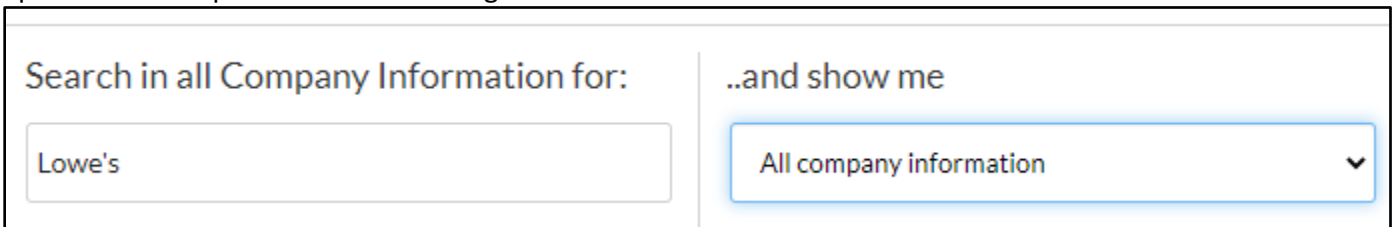
Step 1: Select the Nexus Uni database from the Business and Marketing subject guide.
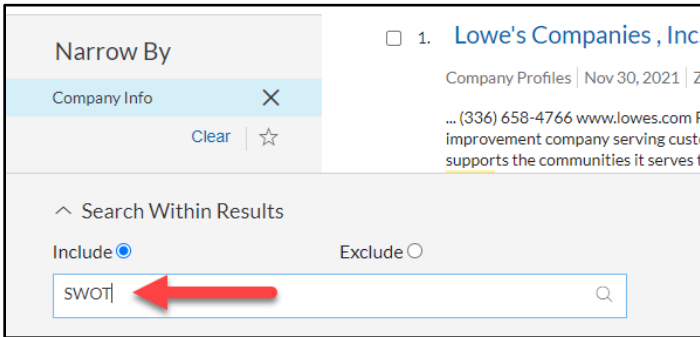

Step 2: On the home page, select "Company Info," under the Guided Search options box.
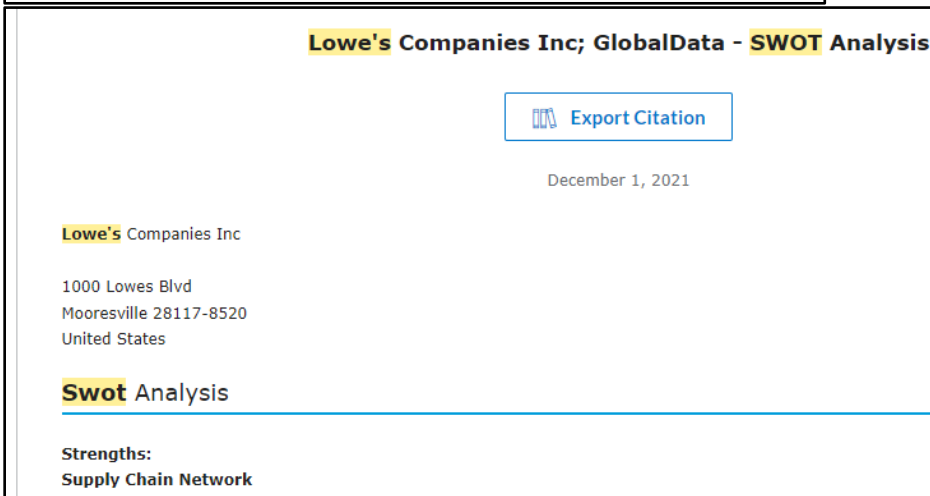

Step 3: Type in the applicable company name into the search bar. Then, select the "all company information" option in the dropdown menu to the right. Click Search.
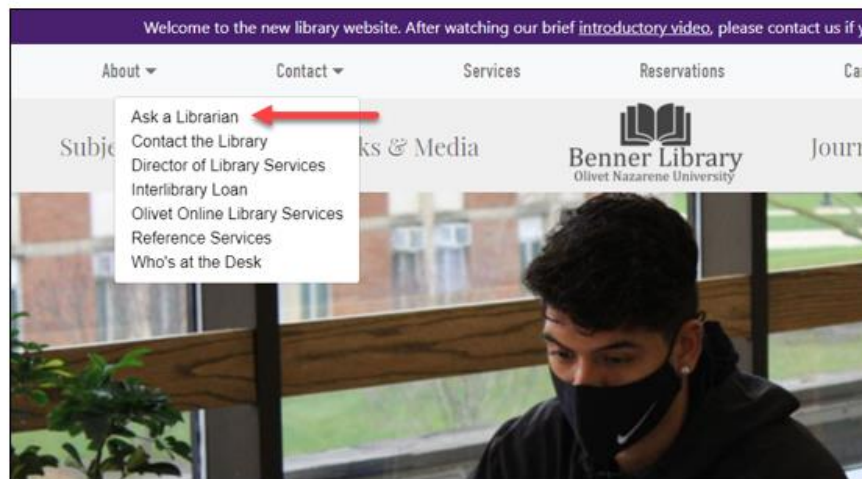
Step 4: On the left side of the result page, locate the "Search within results" box, to further narrow the search results. Type SWOT in the search box and press enter to search.

Step 5: Click on an applicable result to view the companies SWOT report.

Questions?

Contact the Benner Library Graduate School Librarian or Reference Librarian through the "Contact" tab on the Benner Library Homepage