STEP-BY-STEP:

HOW TO FIND SWOT AND FIVE FORCES ANALYSES USING HOOVERS, THOMSON ONE INVESTEXT, AND IBISWORLD

Use this document to retrieve SWOT or Five Forces analyses for specific companies using the following databases:

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HOOVERS
Hoovers is a database that generates industry reports and provides you with specific industry information that can help you create a SWOT or Five Forces analysis for your business assignments.

1 Start at the York University Libraries homepage. Enter Hoovers in the search bar, and click Find.

2 Click Click to access this resource.

3 Select Industries from the All Categories dropdown menu.
4 Type in the name of the industry you are researching (i.e. Beverage) and click the end of the search bar or hit Enter/Return to start your search.

5 Select the industry (Nonalcoholic Beverage Manufacturing) from the results page.

6 Under Industry Index, review Trends & Opportunities, Executive Insight, Business Challenges, and Call Preparation Questions. These sections provide useful information to help you develop a SWOT or Five Forces analysis for an industry.
THOMSON ONE INVESTEXT

Thomson One Investext provides access to analyst reports, forecasts and industry case studies covering over 11,000 companies in more than 50 industries. Use it to locate SWOT analyses for both companies and industries. You can only access Thomson One Investext with Internet Explorer.

1. Open Internet Explorer and start at the York University Libraries homepage. Enter Thomson One Investext in the search bar, and click Find.

2. Click Click to access this resource.

3. Hover over Screening & Analysis and click Research. This will take you to the Advanced Research page.
4 Under Search Options, change the Date range to the last 2 years or the last 5 years.

5 On the same page, add your keywords in the More Options section. In the Enter keyword(s) Search Tips section, use the dropdown menu to select Table of Contents. Then type in SWOT. Select And, and type in Beverage.

6 Under Report Type, select Industry and deselect Company, Geographic and Investing/Economic.
Once you have put all your needed filters in, click **Search** to generate your results.

Select the reports you would like to view and click **View**.

A pop-up window will open. **Select All Reports** and click **View**.
A PDF document should open with all your selected reports. Use the Table of Contents or CTRL+F/⌘+F to do a keyword search using the word SWOT. If a PDF does not open, consult our Internet Explorer configuration guide.
IBISWORLD

IBISWorld is a database that generates both national and global industry reports. Use it to gather the information you need to create a SWOT and/or Five Forces analysis for a specific industry for your business assignments.

1. Start at the York University Libraries homepage. Enter IBISWorld in the search bar, and click Find.

2. Click Click to access this resource.

3. On the landing page of IBISWorld, type an industry keyword into the search field (i.e. Beverage).
4 IBISWorld groups its reports by location: US, Canada, China, and Global and only lists the first 5 reports under each section. Select the industry for your topic from the list (i.e. Distilleries in Canada). To see more reports, click the More Results link in each section.

5 There are 2 ways to look at the report. You can click PDF to download all the information into one PDF document.
6 Alternatively, you can hover over the tabs to see what is covered under each section (i.e. Products & Markets) and extract the information you need for your SWOT and/or Five Forces analysis.

7 Several sections can help you create a well-informed SWOT and/or Five Forces analysis: Key External Drivers & Current Performance under Industry Performance, all of the sections under Industry Outlook, Demand Determinants under Products & Markets, all of the sections under Competitive Landscape, and all of the sections under Operating Conditions.

8 IBISWorld also includes short explainer videos for each section of a report. They are useful resources that can help you better understand the information included in the reports.

You can also find a SWOT or Five Forces analysis using BMI Research and MarketLine. Each database will generate different but overlapping data. For more information, see the video on how to Find an Industry SWOT and/or Five Forces Analysis with BMI Research & MarketLine in the BRYT (Business Research at York Toolkit) section of York University’s Library website.