

SWOT Research Checklist

The resources below will be foundational for providing information for your SWOT analysis. Not all resources are available for all companies and industries. It is worthwhile looking to see if you can find each category of resource.

1. Find the Annual Report or 10-k for your company.
 - a. Look for strengths, weaknesses and external forces identified by the company
2. Identify industry associations that represent your company.
 - a. Are you able to find publications or reports that provide information on opportunities or threats?
3. Identify government bodies that are responsible for regulating or supporting your industry.
 - a. Do they provide research reports, data or regulatory information on your industry?
4. Find company or industry research reports using library databases like Business Source Complete.