Guide to Resources in SWOT Analysis
(Strengths, Weaknesses, Opportunities, Threats)

SCOPE: SWOT Analysis is an important technique used for understanding an organization’s strategic position. It is routinely used to identify and summarize:

- **Strengths**: The capabilities, resources and advantages of an organization.
- **Weaknesses**: Things the organization is not good at, areas of resource scarcity and areas where the organization is vulnerable.
- **Opportunities**: The good opportunities open to the organization, which perhaps exploit its strengths or eliminate its weaknesses.
- **Threats**: Things that can damage the organization, perhaps as people exploit its limitations or as its environment changes.

**Subject Keywords:** Corporate Strengths & Weaknesses, Company Opportunities & Threats,

**BOOKS:**

**JOURNAL DATABASES:**
1. Business Source Premiere
2. Emerald
JOURNAL ARTICLES:

1. Martin, Couzins and Scott Beagrie. "How to... conduct a SWOT analysis". Personnel Today, 1/13/2004. Full-text


3. Company Profile from Ebscohost. [Enter the Company's name to see the SWOT analysis for this Company]. Click here

EXAMPLES FOR SELECTED COMPANY PROFILES WITH SWOT ANALYSIS:

1. Click here to see the Company Profile for The Coca Cola Company.
2. Click here to see the Company Profile for Kellogg Company.
3. Click here to see the Company Profile for the Shell Oil Company.

WEBSITES:

1- Quality Guide, SWOT Analysis
http://erc.msh.org/quality/ittools/itswot.cfm

2- How to use SWOT Analysis
http://www.mindtools.com/swot.html

3- Using SWOT analysis as a key career planning tool
http://www.quintcareers.com/SWOT_Analysis.html

4- SWOT Analysis – Computerworld

5- SWOT Analysis
http://www.stfrancis.edu/ba/ghkickul/stuwebs/btopics/works/swot.htm