

STEP-BY-STEP:

LOCATE SWOT AND FIVE FORCES ANALYSIS FOR AN INDUSTRY

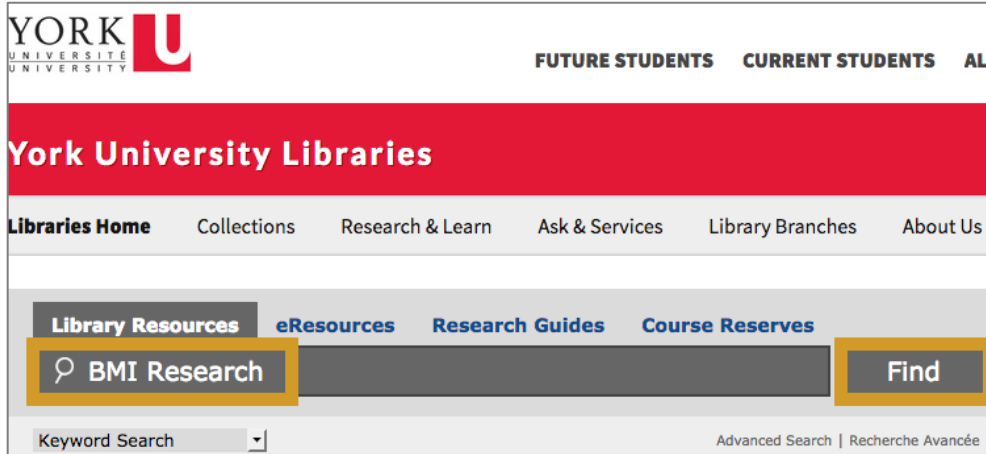
Use this document to locate SWOT and/or Five Forces Analysis for an industry.

BMI Research	2
Marketline.....	5

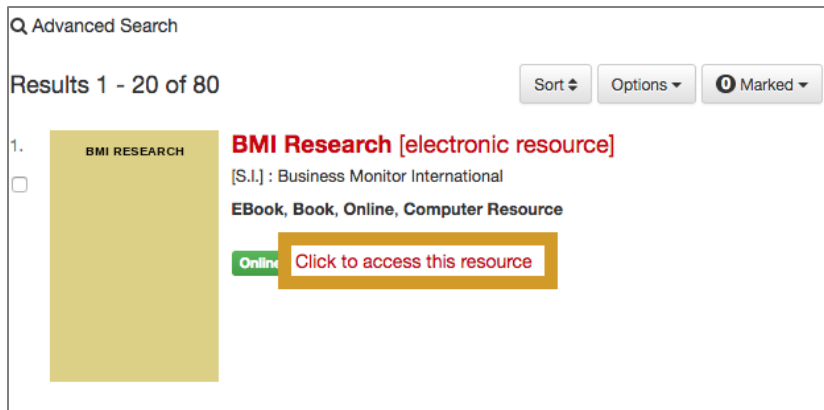
BMI RESEARCH

Provides macroeconomic, industry and financial market analysis, covering 24 industries and 200 global markets.

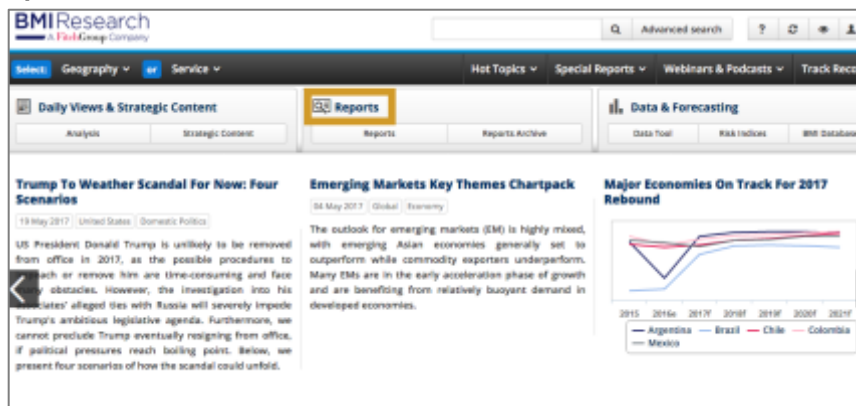
- 1 Start at the York University Libraries [homepage](#). Enter **BMI Research** in the search bar, and click **Find**.



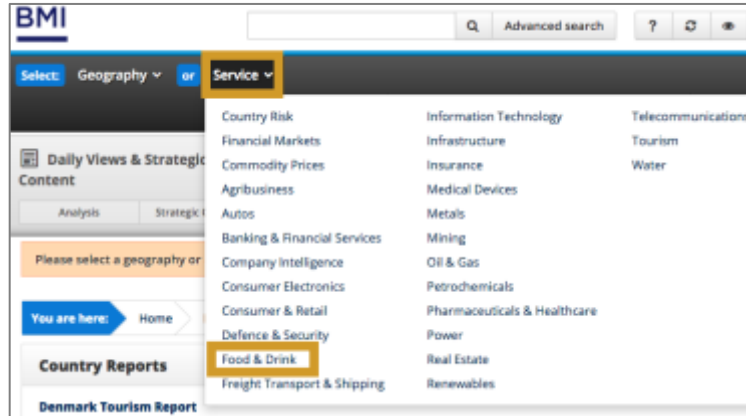
- 2 Click **Click to access this resource**.



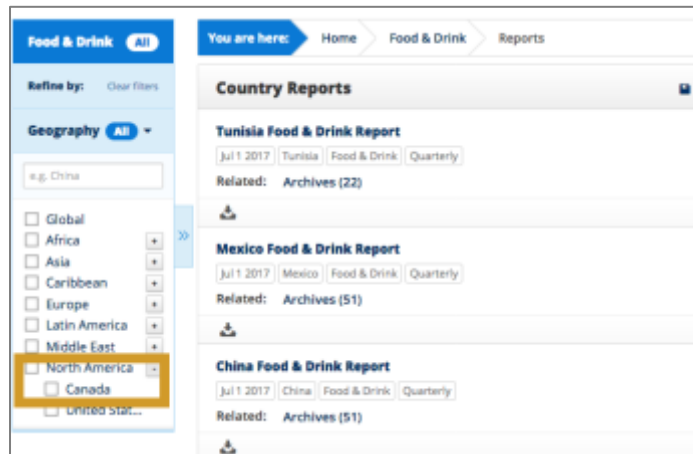
- 3 Click the **Reports** column.



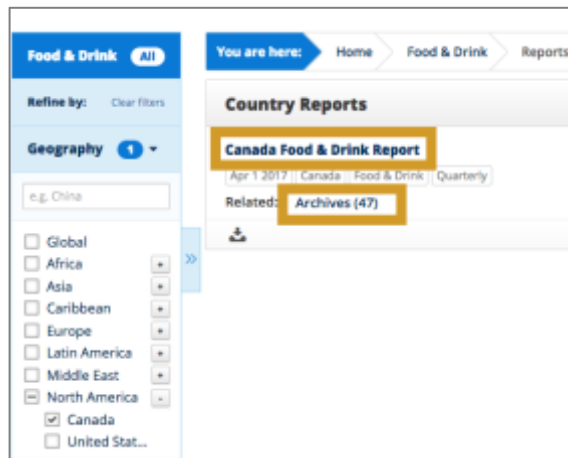
- 4 Hover over **Service** to see the broad range of high-level industry categories being covered. Select **Food and Drink**.



- 5 Under **Geography**, click the plus sign beside North America and select **Canada**.



- 6 Click **Canada Food & Drink Report** to open the latest report. Or click **Archives** to access previous reports for this industry.



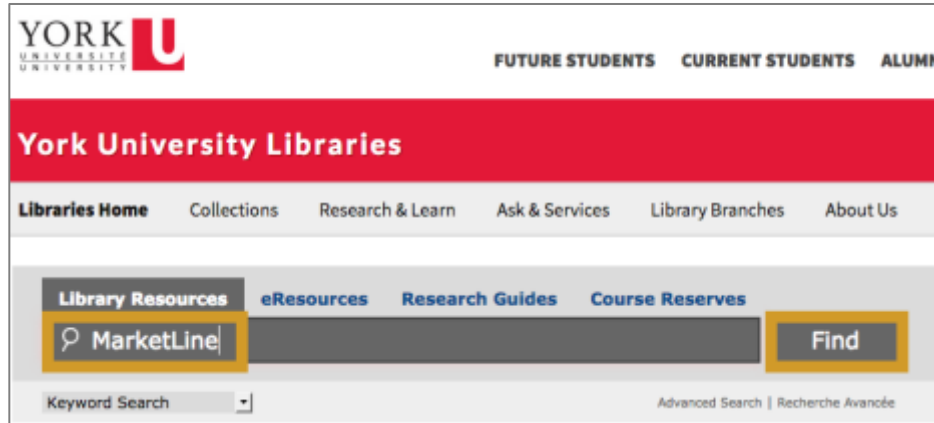
- 7 The report can be accessed in two ways: either download as a **PDF** file by click the small icon in the upper right-hand corner. Or use the **left-side navigation panel** to access the SWOT analysis directly.

The screenshot shows a web interface for a report titled "Canada Food & Drink Report". The page includes a breadcrumb trail: "You are here: Home > Food & Drink > Reports > Canada Food & Drink Report". A "Back to previous page" button is visible. The main content area is divided into two columns. The left column contains a "Report Contents" sidebar with a list of links, including "SWOT - Canada - Q2 2017" which is highlighted with a yellow box. The right column features a "BMI Industry View - Canada - Q2 2017" section with a "Past Versions" button and a paragraph of text. Below this is a bar chart titled "Food And Drink Spending (2014-2021)" showing an upward trend in spending over the seven-year period.

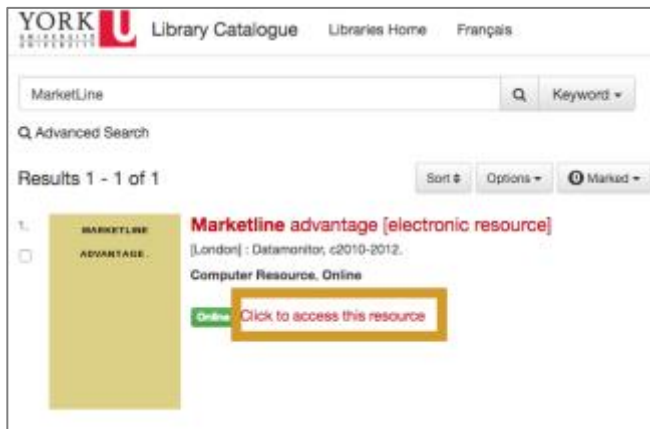
MARKETLINE ADVANTAGE

Resources cover company, country, industry and product intelligence as well as business strategies and news and opinion from around the world.

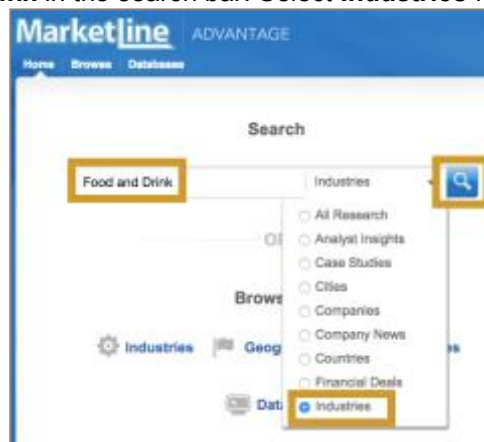
- 1 Start at the York University Libraries [homepage](#). Enter **MarketLine** in the search bar, click **Find**.



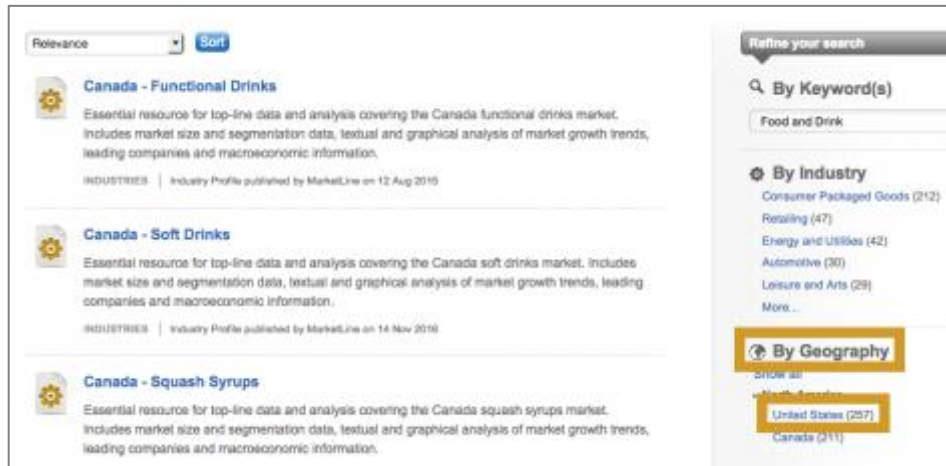
- 2 Click **Click to access this resource**.



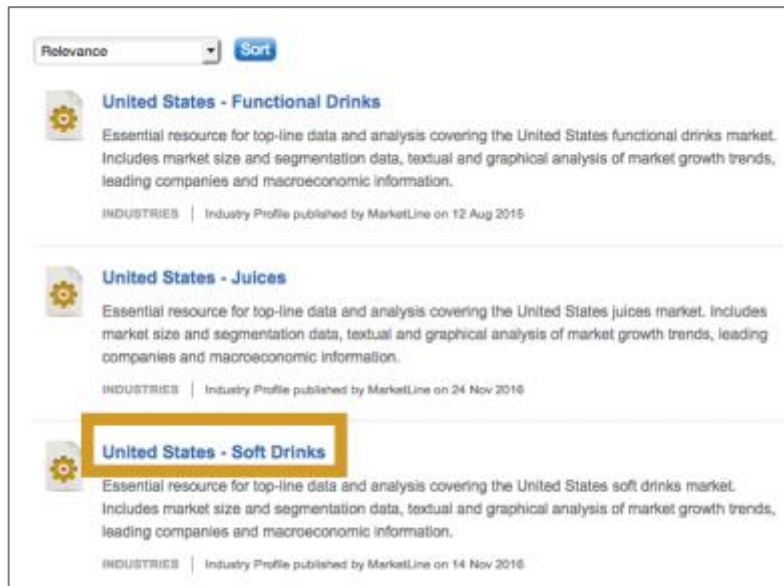
- 3 Type **Food and Drink** in the search bar. Select **Industries** from the dropdown menu and click on the search icon.



4 Under **Geography** select **North America** and then click **United States**.



5 Click on **United States – Soft Drinks** to take a closer look.



6 Click the **Five Forces Analysis** section to learn more.

The screenshot shows a report page with a sidebar titled "Table Of Contents". The sidebar lists several sections: Executive Summary, Market Overview, Market Data, Market Segmentation, Market Outlook, **Five Forces Analysis** (highlighted with a yellow box), Leading Companies, Macroeconomic Indicators, and Appendix. The main content area on the left contains sections for Market value, Market value forecast, Market volume, Market volume forecast, and Category segmentation, each with a brief description.

7 Click **Download full Report** on top to access the whole report.

The screenshot shows the MarketLine ADVANTAGE website interface. The main heading is "United States - Soft Drinks" under the "INDUSTRIES" category. Below this, there are navigation links for "Classifications" (INDUSTRY > Consumer Packaged Goods > Beverages - Non-Alcoholic > Soft Drinks) and "GEOGRAPHY" (North America > United States). A "Downloads" section contains a button labeled "Download full Report", which is highlighted with a yellow box. Below the button, there is an "Executive Summary" section with a "Market value" sub-section, stating that the market grew by 12.6% in 2015 to reach a value of \$247,332.9 million.