

STEP-BY-STEP:

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

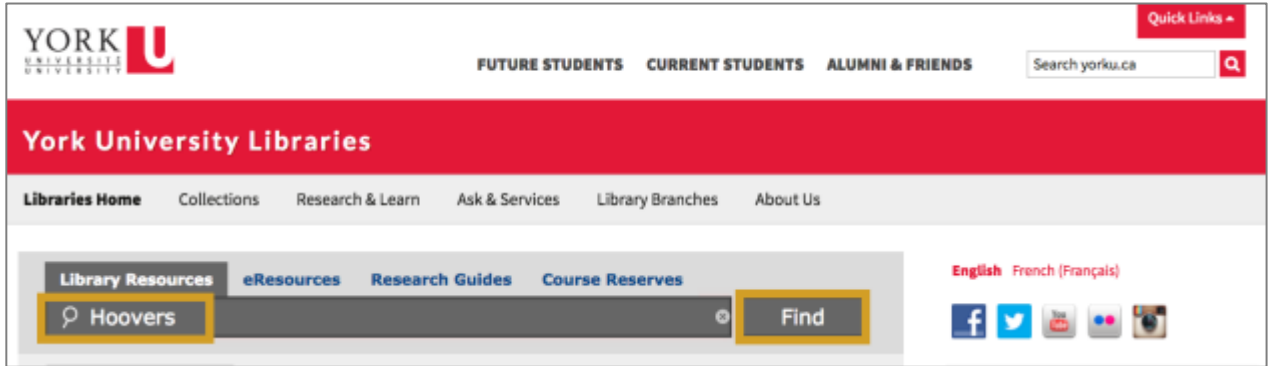
Use this document to retrieve SWOT or Five Forces analyses for specific companies using the following databases:

HOOVERS .....	2
THOMSON ONE INVESTEXT .....	4
IBISWORLD .....	8

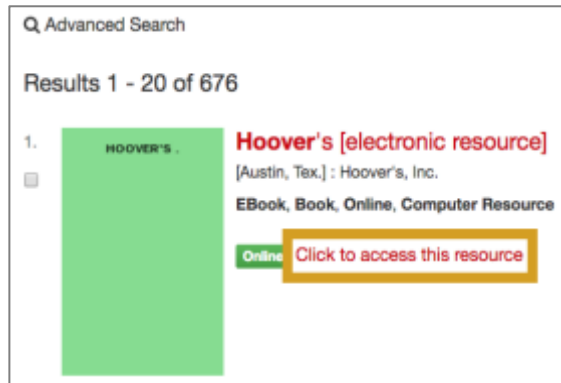
# HOOVERS

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.

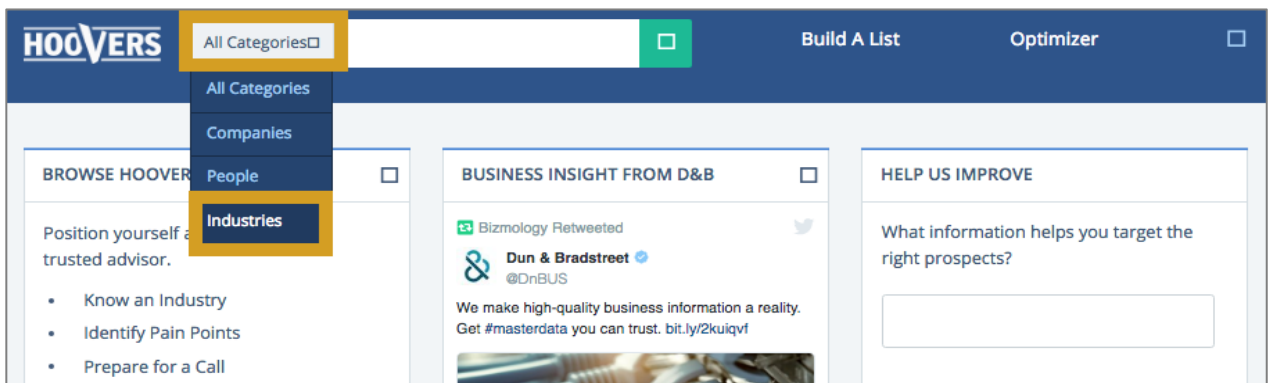
- 1 Start at the York University Libraries [homepage](#). Enter **Hoovers** in the search bar, and click **Find**.



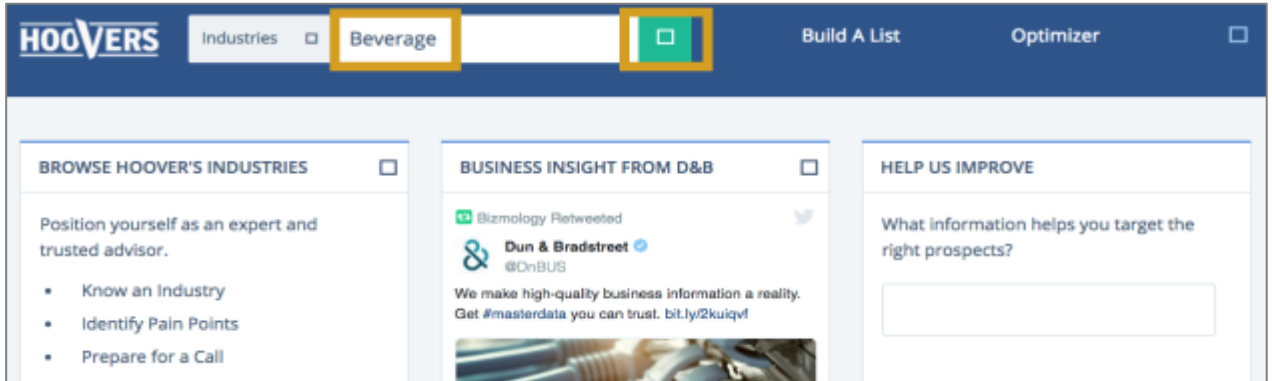
- 2 Click **Click to access this resource**.



- 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.



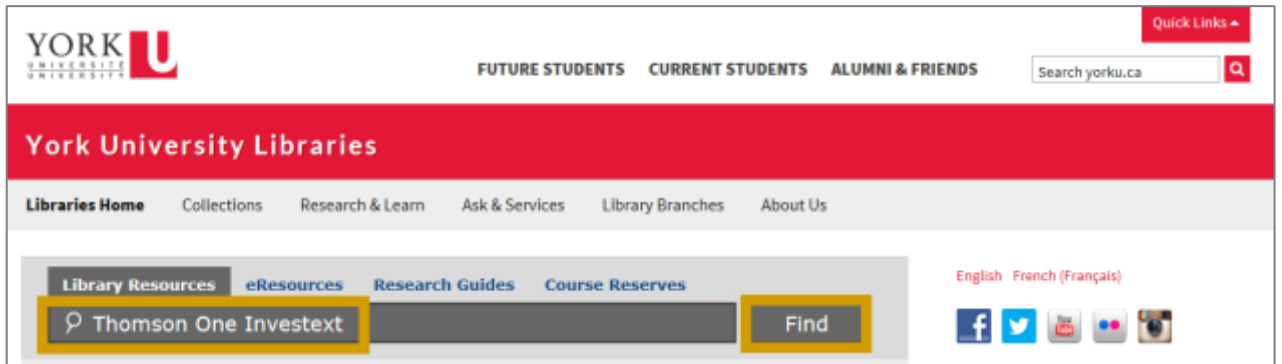
- 6 Under Industry Index, review **Trends & Opportunities**, **Executive Insight**, **Business Challenges**, and **Call Preparation Questions**. These sections provide useful information to help you develop a SWOT or Five Forces analysis for an industry.



# 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**.

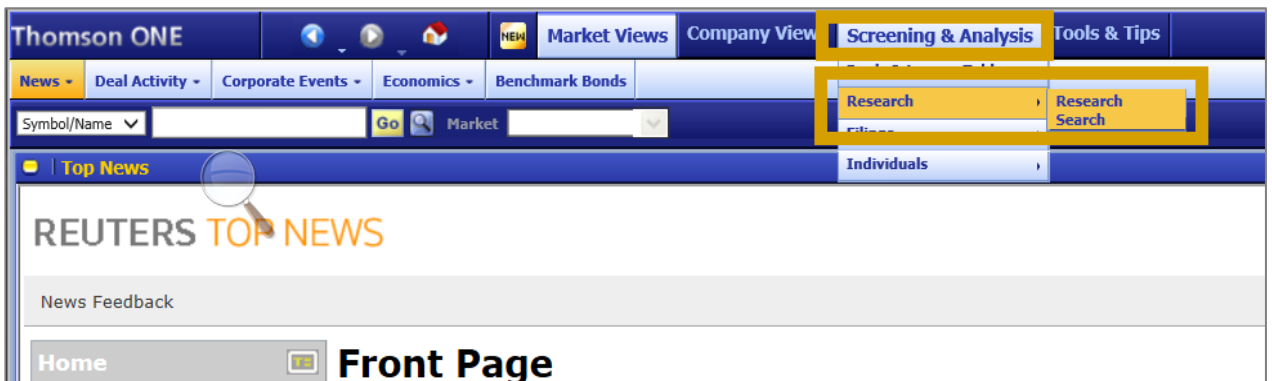
- 1 Open Internet Explorer and start at the York University Libraries [homepage](#). Enter **Thomson One Investext** in the search bar, and click **Find**.



- 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.

Advanced Research Research Update: [UBS\\_research](#)

Search

**Search Options**

Company (Enter Name, Ticker, CUSIP, ISIN, SEDOL)

Asset Class:  All  Fixed Income

Date: Last 2 Year (dropdown) 02/14/15 to 02/13/17

Initiating Coverage

More Options

- 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**.

**More Options**

Enter Keyword(s) [Search Tips](#)

Table of Contents (dropdown) SWOT And (dropdown) Show Page(s) > (dropdown)

Title (dropdown) Beverage - Add Keyword - (dropdown)

- 6 Under **Report Type**, select **Industry** and deselect **Company**, **Geographic** and **Investing/Economic**.

Report #

Report Type:  Company  Industry  Geographic  Investing/Economic

Industry: NAIC (dropdown)

Contributor

Geography

Analyst

Exclude

Remove Non-Broker Research

7 Once you have put all your needed filters in, click **Search** to generate your results.

**Search Options**

Company (Enter Name, Ticker, CUSIP, ISIN, SEDOL)

Asset Class:  All  Fixed Income

Date: Last 2 Year to 02/13/17

**More Options**

Enter Keyword(s): SWOT

Title: Beverage

Report Type:  Company  Industry  Geographic  Investing/Economic

Industry: NAIC

Contributor:  Exclude

**Search** Reset Save Search Load: Load Search

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

Search Results 1-11 of 11 Items/page 50

View Sort by Keyword Relevance

<input type="checkbox"/>	PPV	TOC	Title	Date	Pages	Price	Contributor
<input checked="" type="checkbox"/>			<b>ALCOHOLIC BEVERAGES : BAIJIU: KEEP OUT THE COLD</b> Alcoholic Beverages : Baijiu: Keep out the cold	09/19/16	30	Subscription	DEUTSCHE BANK RESEARCH
<input type="checkbox"/>			<b>BEVERAGES-SSA BEER INDUSTRY-05/25/2016</b> BEVERAGES-SSA Beer Industry-05/25/2016	05/25/16	61	Subscription	STERLING CAPITAL LIMITED
<input type="checkbox"/>			<b>MONSTER BEVERAGE CORPORATION</b>	01/05/16	40	Subscription	MARKETLINE - COMPANY RESEARCH

9 A pop-up window will open. **Select All Reports** and click **View**.

**Table of Contents**

Select All Reports

Date	Global Pages	Page Price	Subscription
09/19/16	34	41,537/69	30

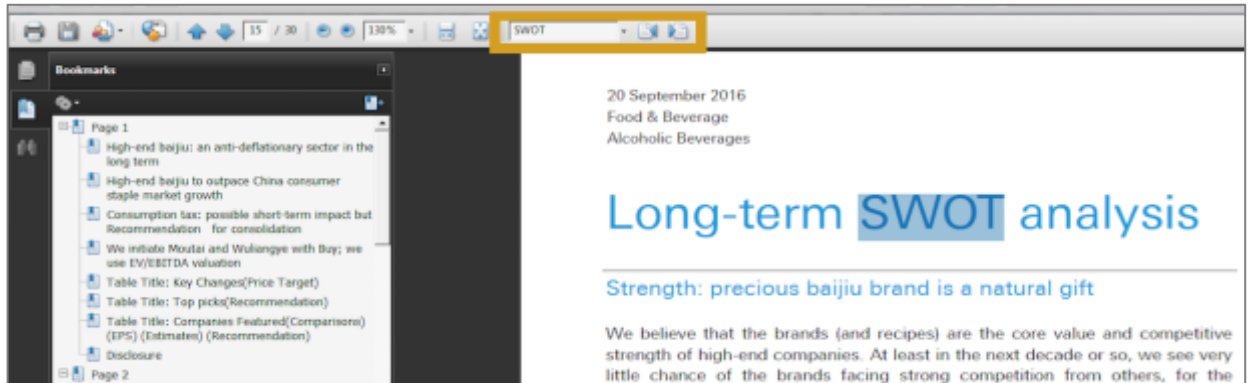
Page 1  
High-end baijiu: an anti-deflationary sector in the long term  
High-end baijiu to outpace China consumer single market growth  
Consumption has: possible short-term impact but Recommendation for consolidation  
We initiate Moutai and Wuliangye with Buy we use DDM/DA valuation  
Table/Chart: Key Changes/Price Targets  
Table/Chart: Top picks/Recommendations  
Table/Chart: Companies Forecast/Comparisons (EPS) (Estimates) (Recommendations)  
Disclosure

Page 2  
Investment summary  
Best growth outlook in a difficult consumer market  
A fast consumer sector with strong price and volume outlook in medium term  
Industry recovery given strong support in the short term  
Focus on leading players, Recommendation Moutai and Wuliangye  
Use DDM/DA valuation to focus on strong balance sheet

**View** Close

10

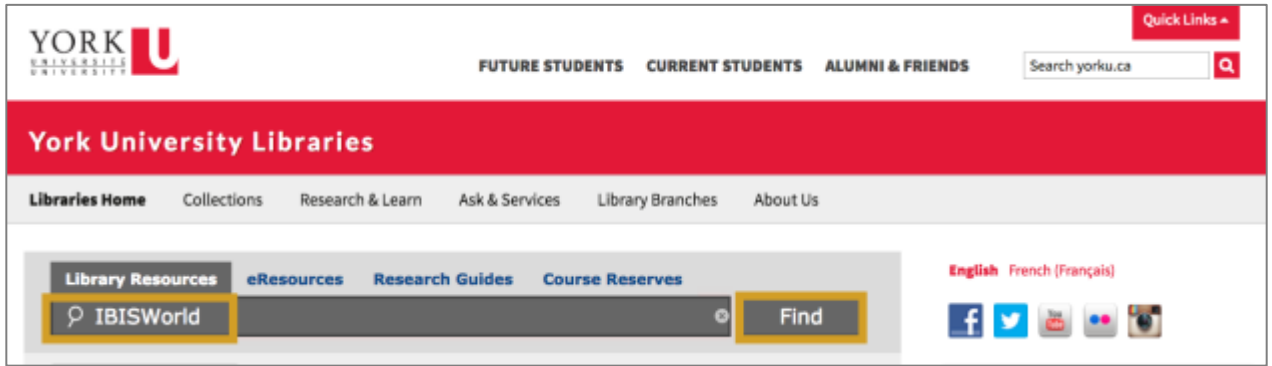
A PDF document should open with all your selected reports. Use the Table of Contents or CTRL+F/ ⌘+F to do a keyword search using the word **SWOT**. If a PDF does not open, consult [our Internet Explorer configuration guide](#).



# 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**.

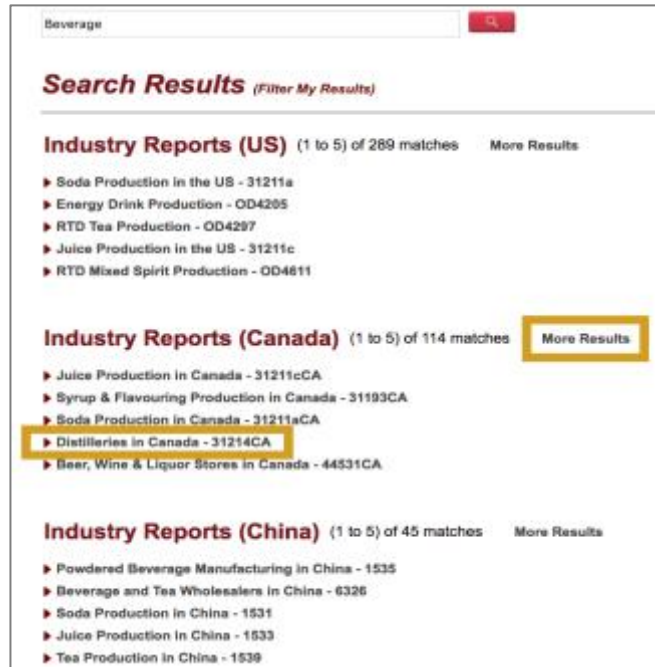


- 3 On the landing page of IBISWorld, type an **industry keyword** into the search field (i.e. Beverage).





- 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.