

York University

Business Research at York Toolkit (BRYT)

Video transcript: Find a SWOT and/or Five Forces analysis with BMI Research & MarketLine

Hey there. I'm Stephanie from the BRYT team. I'm here to show you how to use two databases, **BMI Research** and **MarketLine**, to find SWOT and Five Forces analyses for your industry research assignments. A Five Forces analysis looks at the level of competition within an industry. It focuses on the threats from new players and their products or services, as well as the bargaining power of buyers, suppliers, and customers. A SWOT analysis, on the other hand, identifies strengths, weaknesses, opportunities and threats for both businesses and industries.

Let's start by searching for a SWOT analysis for the Food and Drink industry in Canada. We'll use two main filters: Industry and Geography. As with all of York's databases, start at the library's website, and type BMI Research in the search bar and click Find. Click the Click to access this resource link. Next, click the Reports column. Then hover over Service to see the broad range of high-level industry categories that BMI covers. For this assignment, we'll select Food and Drink for the Industry. Under Geography, you can see that BMI covers a wide variety of countries in Asia, Latin America, Europe and North America. Click the plus sign beside North America and select Canada. If you need to access previous reports for this industry, click the Archives link. Click Canada Food & Drink Report to open the latest report. You can access the report in two ways: either download it as a PDF file by clicking the small icon in the upper right-hand corner OR use the left-side navigation panel to access the SWOT analysis directly. See how concise and straight to the point this section is? Check out the rest of the report for other useful info like industry forecasts, market reports, and profiles on the main competitors within this industry.

MarketLine provides detailed Five Forces analyses for various industries. Now let's find a Five Forces analysis for the Food and Drink industry in the U.S. Once again, we'll use two filters: Industry and Geography. Just like BMI Research, access MarketLine from the library's website. Type MarketLine in the search bar and click Find. Click Click to access this resource. MarketLine is fairly easy to navigate, but its industry breakdown is not the same as BMI Research. Hover over the Industries link to see the high-level industry sectors. Let's type Food and Drink in the search bar. Select Industries from the dropdown menu and click on the search icon. You can use the right side filters to further

narrow your search by more specific Industries and Geographies. Under Geography select North America and then click United States. And voila! You'll now see a list of various industry reports. Unlike BMI you won't find just one report covering food and drink. Instead, you'll see there are a lot of niche industry reports that fall under the Food and Drink sector. Click on United States – Soft Drinks to take a closer look. From here you can click the Five Forces Analysis section to learn more about this industry's current challenges and opportunities. To access the whole report, click Download full Report. Now that you know how to find these reports, you can compare and contrast them to come up with your own analysis for the industry you're researching. And that's how the BRYT side can save you time when you need to analyze an industry.