

Finding Industry and SWOT analyses on “Business Source Complete”

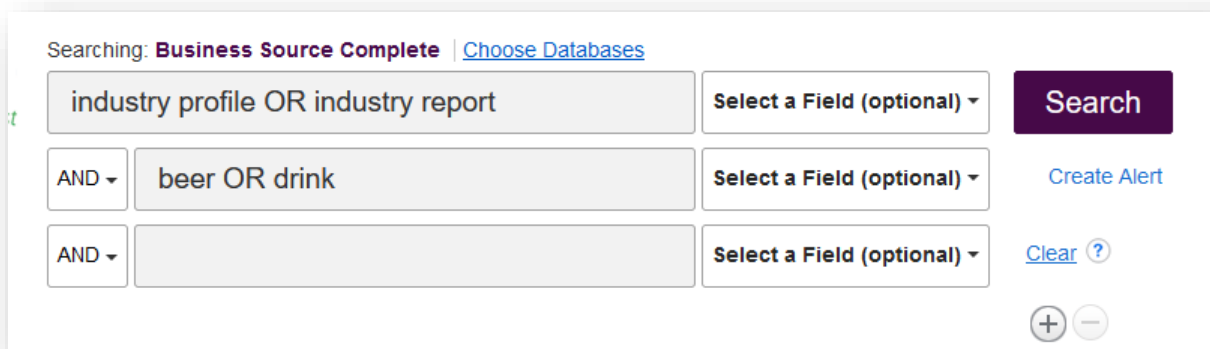
Go to <https://my.cumbria.ac.uk/Student-Life/Learning/Resources/Eresources/Business-Source-Complete/>

Click on **Access** to enter the database

1. Industry Reports

Enter search terms as shown below.

(NB for more information about ‘boolean connectors’ eg OR go to [our guide](#))



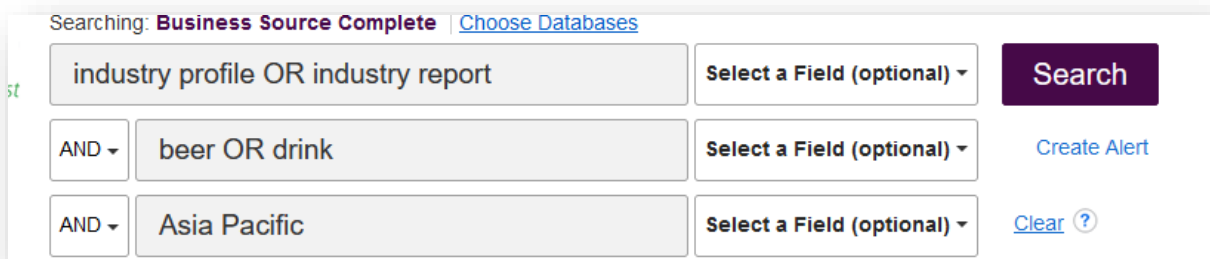
Searching: **Business Source Complete** | [Choose Databases](#)

industry profile OR industry report	Select a Field (optional) ▾	Search Create Alert Clear ? + -
AND ▾ beer OR drink	Select a Field (optional) ▾	
AND ▾	Select a Field (optional) ▾	

Using the **Refine Results** on the left you can filter by:

- Date
- Publisher. Good ones to choose are **Marketline** or **Business Monitor International**
- Industry sector

You can **add other search terms** eg for a specific country or region

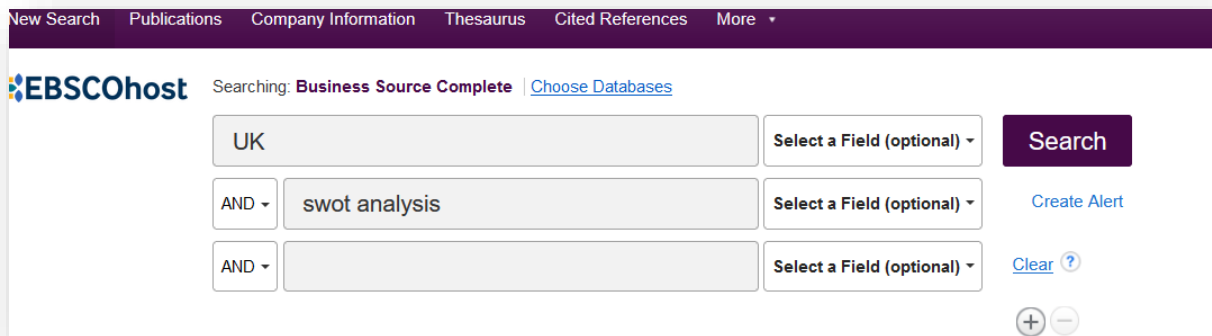


Searching: **Business Source Complete** | [Choose Databases](#)

industry profile OR industry report	Select a Field (optional) ▾	Search Create Alert Clear ?
AND ▾ beer OR drink	Select a Field (optional) ▾	
AND ▾ Asia Pacific	Select a Field (optional) ▾	

2. SWOT analyses

Use the following search to find a range of SWOT analyses on UK (or other countries).



The screenshot shows the EBSCOhost search interface. At the top, there is a navigation bar with links for 'New Search', 'Publications', 'Company Information', 'Thesaurus', 'Cited References', and 'More'. Below this, the EBSCOhost logo is displayed on the left, followed by the text 'Searching: Business Source Complete' and a link to 'Choose Databases'. The main search area contains three input fields. The first field contains 'UK', the second contains 'swot analysis', and the third is empty. Each field has a 'Select a Field (optional)' dropdown menu to its right. To the right of the search fields is a purple 'Search' button, a blue 'Create Alert' link, and a blue 'Clear ?' link. At the bottom right of the search area, there are plus and minus icons for adding or removing search terms.

Using the **Refine Results** on the left you can filter by:

- Date
- Industry Sector

Any questions please email skills@cumbria.ac.uk