SWOT Analysis in Business Source Premier

Joseph Mercuri
Robert Van Houten Library
Business Source Premier

- business research database
- full text for more than 2,300 journals
- company profiles
- industry reports
- SWOT analysis
Swot Analysis

- Detailed information about a company’s:
  - strengths
  - weaknesses
  - opportunities
  - threats
Sample Search

*Find SWOT Analysis data for the company Viacom*
Click on Databases: A to Z
Library Databases - A to Z

Due to licensing restrictions, remote access / off-campus access to some of the library's electronic resources is limited to current students, faculty and staff of New Jersey Institute of Technology.

Titles

A

Academic Search Premier
Coverage: 1970- Present
Funded by: NJ State Library through 6/30/2011

This multi-disciplinary database provides full text for more than 8,500 journals, including more than 6,000 peer-reviewed titles. PDF backfiles to 1975 or further are available for well over 1,000 journals, and searchable cited references are provided for more than 1,000 titles.

Subjects: Biological Sciences, Business and Management, Engineering Technology, General Humanities, Industrial and Manufacturing Engineering, Information Science and Systems, Mathematics, Social Sciences

ACM Digital Library
Coverage: 1991- Present
Funded by: NJIT Library
Description: Access to all ACM (Association for Computing Machinery) Publications including journals, conference proceedings, technical reports, and other works.
Scroll down page and select **Business Source Premier**
1. Start to type **viacom** and then choose **viacom inc** from box that appears

2. Make sure **CO Company Entity** is selected from pull-down window

3. Enter **swot** in second search box and click on **Search**
Click on link for Viacom, Inc. SWOT Analysis
Viacom, Inc. SWOT Analysis.

Source: Viacom, Inc. SWOT Analysis; Sep 2012, p1-9, 9p

Document Type: Article

Subject Terms: *SWOT analysis
*BRAND equity
*COMPETITIVE advantage
REVENUE

Company/Entity: VIACOM INC. (2005–)
WALT Disney Co.

Abstract: The article offers information on the SWOT analysis of Viacom Inc., one of the leading global entertainment content companies. It mentions that the company which has a strong brand equity offers TV (television), motion picture, online and mobile platforms. It states that the company is highly dependent on the U.S. for its revenue, saying that Viacom generates majority of its revenue from the U.S. Moreover, it adds that Walt Disney Co. is one of the key competitors of Viacom.
Viacom, Inc.
SWOT Analysis

SWOT ANALYSIS

Viacom, Inc. (Viacom or “the company”) is one of the leading global entertainment content companies. The company provides the entertainment content through TV, motion picture, internet and mobile platforms. Viacom has a strong portfolio of cable networks and brand image that provides the company a competitive advantage over its peers. However, intense competition in the cable networks, motion picture and digital industries will adversely impact the company’s market position and revenue structure.

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
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<tbody>
<tr>
<td>Strong portfolio of cable networks</td>
<td>Overdependence on the US</td>
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<tr>
<td>Extensive customer reach</td>
<td></td>
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<td>Effective allocation of resources as compared</td>
<td></td>
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<td>to peers</td>
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<table>
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<tr>
<th>Opportunities</th>
<th>Threats</th>
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<tbody>
<tr>
<td>Expansion in Asia through strategic partnerships</td>
<td>Intense competition</td>
</tr>
<tr>
<td>and alliances</td>
<td>Increasing piracy could impact</td>
</tr>
<tr>
<td></td>
<td>revenues structure</td>
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<tr>
<td>Poised to benefit from growing mobile video</td>
<td>Non compliance with regulations</td>
</tr>
<tr>
<td>services market</td>
<td>could impact revenues</td>
</tr>
<tr>
<td>Growth in online gaming market</td>
<td></td>
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</tbody>
</table>

Strengths
For Further Help

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