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💬 24/7 Library Chat

FAQ: How do I find a SWOT analysis for a private company or nonprofit organization?

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Finding a published SWOT analysis for a private company or a nonprofit organization can be difficult. Company profiles in library databases will often have SWOT analyses for publicly traded companies that are written by outside analysts, but that level of detail and analysis is usually not available for private companies or nonprofits, even if the organization is large and well known.

Here are some strategies you can use to try and locate a published SWOT analysis for a private company or nonprofit organization:

Publications by the Organization

Look for reports published by the organization, such as special reports or annual reports. Not every private company or nonprofit publishes formal reports online, but many larger organizations do. Reports like these are not required to include a SWOT analysis, but it is possible that they might.

For example, the nonprofit Feeding America publishes [annual reports](#) ↗

[_ \(https://www.feedingamerica.org/about-us/financials\)](https://www.feedingamerica.org/about-us/financials) as well as research reports, including [How can](#)

[Feeding America food banks and college/universities partner to address college hunger?](#) ↗

[_ \(https://www.feedingamerica.org/sites/default/files/2020-08/College_LISTENING_REPORT_2020.pdf\)](https://www.feedingamerica.org/sites/default/files/2020-08/College_LISTENING_REPORT_2020.pdf) ,

which includes an analysis similar to a SWOT in the Appendix.

A word of caution:

If you use an internet search, like Google, to find a published SWOT analysis, check the author and source! A credible SWOT analysis will be published by the organization itself or by a reputable third-party, such as a consulting firm or a provider of business research reports.

If you are unsure of the credibility of the source, please reach out to the library's Research Support team using the 24/7 Library Chat or email us at ask@snhu.libanswers.com (<mailto:ask@snhu.libanswers.com>) .

Industry Publications

Look at the industry level. Even nonprofit organizations and charities are categorized into industries for analysis purposes. The [IBISWorld](https://libguides.snhu.edu/IBISWorld) [↗](https://libguides.snhu.edu/IBISWorld) (<https://libguides.snhu.edu/IBISWorld>) database's industry reports contain industry-level SWOT analyses in the "At a Glance" section of the report.

Continuing our example, the IBISWorld industry report for [Community Food Services in the US](https://go.openathens.net/redirector/snhu.edu?url=https%3A%2F%2Fmy.ibisworld.com%2Fus%2Fen%2Findustry%2F62421%2Fat-a-glance%3FentityId%3D1610) [↗](https://go.openathens.net/redirector/snhu.edu?url=https%3A%2F%2Fmy.ibisworld.com%2Fus%2Fen%2Findustry%2F62421%2Fat-a-glance%3FentityId%3D1610) (<https://go.openathens.net/redirector/snhu.edu?url=https%3A%2F%2Fmy.ibisworld.com%2Fus%2Fen%2Findustry%2F62421%2Fat-a-glance%3FentityId%3D1610>) contains a SWOT analysis that would apply to Feeding America, a major provider in this industry.

Other databases that have industry reports include [D&B Hoovers](https://libguides.snhu.edu/dbhoovers) [↗](https://libguides.snhu.edu/dbhoovers) (<https://libguides.snhu.edu/dbhoovers>) and [GlobalData Explorer](https://libguides.snhu.edu/globaldataexplorer) [↗](https://libguides.snhu.edu/globaldataexplorer) (<https://libguides.snhu.edu/globaldataexplorer>).

Create your own SWOT

If you are unable to find a published SWOT analysis for a private company or organization, you may need to create your own. Use the strategies above to find information about the organization, as well as the following recommendations.

- Look for company profiles for the organization in databases like [GlobalData Explorer](https://libguides.snhu.edu/globaldataexplorer) [↗](https://libguides.snhu.edu/globaldataexplorer) (<https://libguides.snhu.edu/globaldataexplorer>) and [Business Insights: Global](https://libguides.snhu.edu/businessinsightsglobal) [↗](https://libguides.snhu.edu/businessinsightsglobal) (<https://libguides.snhu.edu/businessinsightsglobal>). Not every private organization will have a company profile, but some do. Once you find a profile, look for a News section to find news articles about the organization that may help you identify SWOT elements. Company histories and financial information can also give you useful information.
- [Statista](https://libguides.snhu.edu/statista) [↗](https://libguides.snhu.edu/statista) (<https://libguides.snhu.edu/statista>), our premier statistics database, may have helpful data on the organization that could support a SWOT element.
- [GuideStar](https://libguides.snhu.edu/guidestar) [↗](https://libguides.snhu.edu/guidestar) (<https://libguides.snhu.edu/guidestar>) has IRS filings (990 tax forms) that are required for nonprofit organizations, as well as some analysis. This is a free, open access resource, but you need to register for a free account.

Print

For more tips, check out the [FAQ: What is a SWOT analysis and how do I locate one?](https://libanswers.snhu.edu/faq/172712) [↗](https://libanswers.snhu.edu/faq/172712) (<https://libanswers.snhu.edu/faq/172712>), or reach out to the library's Research Support team using the 24/7 Library Chat or email us at ask@snhu.libanswers.com (<mailto:ask@snhu.libanswers.com>).

Related FAQs

Related FAQs

- [What is a SWOT analysis and how do I locate one? \(/faq/172712\)](#)
- [How do I cite business resources \(like a SWOT Analysis\) in APA Style? \(/faq/236918\)](#)
- [Where do I find company profiles? \(/faq/8644\)](#)
- [How do I find company information in the library? \(/faq/8660\)](#)
- [How do I find information for a PEST analysis in the library? \(/faq/163106\)](#)
- [I need to find current news about a company. Does the library have any sources? \(/faq/8655\)](#)
- [How do I find the costs of production for my company in the Shapiro Library? \(/faq/239106\)](#)
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