Finding SWOT Analyses in Passport

Business Library
Haskayne School of Business
May 2019
Access Passport

Go to https://library.ucalgary.ca/business/

1. Select “Databases”
2. Select “P”
3. Select “Passport”
Access Passport

Authenticate your status as a student, staff or faculty of the University of Calgary.

More information about the authentication process
The opening screen provides the terms and conditions for use of the database.

Read the terms and conditions and click on the “Accept” button to proceed.
There are three ways to retrieve statistics and reports in Passport:

1. Text or keyword search
2. Menu search
3. Dashboard
Searching Passport

Enter the company name in the Search box.

Click on the Global Company Profile link.

Report will include a Strategic Evaluation. The term SWOT may or may not appear in the Table of Contents.
Searching Passport

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The report may be downloaded to a pdf or PowerPoint file format or printed.