SWOT DATA INPUT

STRENGTHS
- Company Investor Relations Page
  - Annual Report, CEO Letter
  - News Releases
  - Quarterly Earnings Releases
- Marketline Report (Business Source Complete, Company Profiles)
- Analyst Reports

WEAKNESSES
- SEC (Security Exchange Commission) 10K
  - Section 1-A, Risk Factors
- Marketline Report (Business Source Complete, Company Profiles)
- Company Investor Relations Page
  - Analyst Reports/Events
  - Quarterly Earnings

OPPORTUNITIES
- Industry Reports
  - S & P NetAdvantage
  - Mergent Online
  - Business Source Complete
  - Business Insights: Essentials
  - First Research

THREATS
- Competitor
  - Review Competitor’s SWOT (Business Source Complete, Company Profiles)
  - Mergent Online
- SEC 10K, Section 1-A, Risk Factors
- ProQuest Newspapers
- First Research