



# **Commerce 2KA3**

## **Library Tutorial #1:**

# **Finding Business Information Resources**

**March 2009**



# Session Overview

- Business document types
- Intro to 4 business resources (databases)
  - Business Source Complete
  - FAITS
  - FPinfomart.ca
  - LexisNexis
- How to access & effectively search these resources



# Business Document Types

## Some examples ...

- Company Profiles
- Industry Profiles
- SWOT Analyses
- News & Magazine Articles



# Company Profiles

## **Typically contain company info such as:**

- Company activities / Business description
- Key facts (locations, # of employees, etc.)
- Executives & Key Employees
- History / Timelines
- Financials (e.g., sales, ratios, etc.)
- Contact information
- ... and more



# Industry Profiles

**Typically contain industry info such as:**

- Industry sales
- Industry trends
- Market segmentation
- Market share
- Market forecasts
- Competitive landscape
- Leading companies
- ... and more



# SWOT Analyses

## **Include descriptions of:**

**Strengths:** A company's positive *internal* resources and capabilities

**Weaknesses:** A company's unfavourable *internal* resources and capabilities

**Opportunities:** Factors *external* to the organization that may benefit business

**Threats:** Factors *external* to the organization that may harm business



# Magazine & News Articles

## May contain:

- Current news & events
- Company info & trends
- Industry info & trends
- Consumer trends & statistics



# Where Can You Find These Documents?

- In a business information resource called a **database**
  - A searchable collection of information
  - Library subscribes to over 120 databases useful for business research
  - Majority of content is not freely available. Full-text is usually blocked on the Open Internet.



# Accessing Databases

<http://library.mcmaster.ca>



Search for  
databases by Title

Search for databases  
by Title or Subject Area

Connect to databases  
via library guides



# Top Business Databases

<http://library.mcmaster.ca/guides/top-business>

Database Name	Description
<a href="#"><u>Business Monitor Online * +</u></a>	Provides country risk, industry and competitive intelligence for 175 countries. <a href="#">[Online Tutorial with Audio]</a>
<a href="#"><u>Business Source Complete *</u></a>	Contains citations and full text of articles from over 11,000 sources, including academic journals, magazines, and trade publications. <a href="#">[Online Tutorial with Audio]</a>
<a href="#"><u>Canadian Business Database +</u></a>	Brief profiles of 1.5 million Canadian companies [including privates]. Search by company name, by SIC, by geography, etc. <a href="#">[Online Tutorial with Audio]</a>

**ACCESS:** **Subject Guides** tab > **Business–Top Business** from drop-down menu > Connect to database by clicking database name



# Business Source<sup>®</sup> Complete

powered by EBSCOhost

- Years:** 1880's to current
- Geography:** Worldwide
- Subjects:** All Business Topics
- Content:**
- *Company Profiles*
  - *Industry Profiles*
  - ***SWOT Analyses***
  - *News* (primarily from Wall Street Journal)
  - *Magazines, Journals, Country Reports & more*



# Find TELUS SWOT Analysis via Business Source Complete

TELUS Corporation is a Canadian telecommunications company. It is the largest incumbent telecommunications service provider in western Canada. It provides a range of telecommunication products and services including internet protocol (IP), voice, entertainment and video. Strong position in the Canadian telecom market provides the company with a competitive edge. However, intense competition in the market will adversely affect the company margins and market share.

<b>Strengths</b>	<b>Weaknesses</b>
Strong position in Canadian telecom market Steady performance of wireless division Robust network infrastructure	Declining performance of wireline segment Legal litigations
<b>Opportunities</b>	<b>Threats</b>
Acquisition of Emergis Growing Canadian telecom market Accelerating demand for broadband services	Intense competition Regulations Implementation of number portability



# FAITS

*Faulkner Advisory for Information Technology Studies*

- Years:** Current
- Geography:** Worldwide
- Subjects:** Information Technology
- Content:**
- *Company Profiles*
  - **Marketplace Reports  
(Industry Profiles)**
  - Comparison & Selection Guides
  - Technology Tutorials & more



# Find VoIP Marketplace Report (Industry Profile) via FAITS

## Voice Over IP Market Trends

### Preview

by Jeff Green

Voice over IP (VoIP) is taking the telecommunications industry by storm by offering an inexpensive, feature-rich service for both businesses and consumers. The VoIP market was once led by a group of niche players who pioneered the technology, but now some of the biggest carriers in the world are embracing next-generation technologies as a way to stay competitive and are thus muscling their way into the sector. This report analyzes the key players in the industry as well as the trends that are shaping the market.



# FPinfomart.ca™

- Years:** Current & Historical
- Geography:** Canadian
- Subjects:** Corporate & financial data for public (& *some* private) Canadian companies
- Content:**
- **Company Snapshots,**  
Corporate Surveys (***Company Profiles***)
  - Industry Reports (*Industry Profiles*)
  - Industry News & more



# Find Company Snapshot for RIM via FPinfomart.ca

## COMPANY INFORMATION

Research In Motion Limited

295 Phillip St  
Waterloo, ON  
N2L 3W8  
Tel: (519) 888-7465  
Fax: (519) 888-6906

Contact Name  
Edel Ebbs

FP 500 2008 Ranking  
FP 500 - Sales: 65; Assets: 107; Income: 30

Industry  
Communications Equipment

### Key Executives

[James L. Balsillie, co-CEO](#)

Designs, manufactures and markets wireless solutions for the worldwide mobile communications market under the BlackBerry® brand. Through integrated hardware, software and services that support multiple wireless network standards, the company provides platforms and solutions for access to email, phone, instant messaging, SMS (short message service) and MMS (multimedia messaging service), personal organizer, digital camera, media player, Internet and intranet-based corporate data applications. The company's technology also enables third party developers and manufacturers to enhance their products and services with wireless connectivity.

## FP ADVISOR COVERAGE

Research In Motion Limited

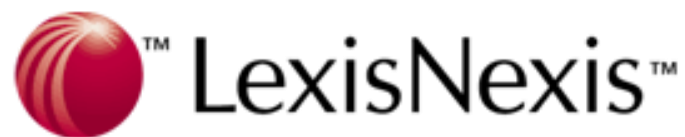
- [FP Historical Reports](#)
- [FP Corporate Analyzer](#)
- [FP Corporate Surveys](#)
- [FP Directory of Directors](#)
- [FP New Issues](#)
- [FP Investor Reports](#)
- [FP Crosbie Mergers & Acquisitions in Canada](#)
- [FP Industry Reports](#)
- [Ordering FP Products](#)

## TOP INDUSTRY PLAYERS

### [Communications Equipment](#)

Company Name	Revenue (000's)
<a href="#">Nortel Networks Corporation</a>	11,758,152
Research In Motion Limited	6,285,827
<a href="#">Aastra Technologies Limited</a>	606,589
<a href="#">Sierra Wireless, Inc.</a>	472,466
<a href="#">Evertz Technologies Limited</a>	272,505

(Links are to Snapshots.)



- Years:** 1970's to present, but can vary
- Geography:** Worldwide
- Subjects:** Current events, business, law, etc.
- Content:**
- *Company Profiles*
  - **News** (newspapers, wire services, blogs, radio & tv transcripts, etc.)
  - *Magazines* (trade & popular)
  - Legislation (statutes, etc.)
  - Biographical info & more



# Find News Article via LexisNexis

The Globe and Mail (Canada)

August 29, 2008 Friday

## **iPhone data usage underwhelms**

**BYLINE:** SIMON AVERY, TELECOM REPORTER

**SECTION:** REPORT ON BUSINESS: CANADIAN; SMART PHONES; Pg. B3

**LENGTH:** 665 words

Now that Canadians have finally got their hands on the fashionable **iPhone** from [Apple Inc.](#), ▼ what are they doing with it? Not much, apparently.



# Search Tips

“ ” Use quotes around search words to find phrases “identity theft”

\* ! ? Use a “wildcard symbol” (most commonly \*) to find word variations labo\*r finds: labor or labour

**AND** **Narrows** results. Use between search words to retrieve items with ALL words present wal-mart **and** unions

**OR** **Broadens** results. Use between search words to retrieve items with ANY of the words present marketing **or** advertising **or** promotion

**NOT** Use to get rid of unwanted words apple **not** computer

( ) Use brackets to search for words in a particular, logical order when you mix **AND**, **OR** and **NOT** in a single search box (enron **or** worldcom) **and** accounting **and** scandal



# Questions?



# Commerce 2KA3 Library Tutorial #2

## Evaluating Business Information Resources

March 2009



# Session Overview

- Review criteria used to evaluate sources
- Practice evaluating selected documents noted on our **Course Guides** page for Commerce 2KA3:

<http://library.mcmaster.ca/guides/2KA3tutorial2>



From: <http://www.theonion.com/content/business/>



BUSINESS



Even CEO Can't Figure Out How RadioShack Still In Business 04.23.07

FORT WORTH, TX—After a thorough review of its operations, RadioShack CEO Julian Day could provide no real explanation for the analog- riddled company's staying power. MORE»

RECENT NEWS »



Rise In Rent Forces Local Taco Bell To Take On Roommate 03.09.09

ROCKFORD, ILL—Head cashier Dana Canty, 19, said she was forced to quit last week after new roommate Brian Studer repeatedly entered her work area wearing nothing but a towel. ... MORE »

AMERICAN VOICES »

Octuplet's Domicile Threatened By Foreclosure



"It's okay. They can just live in her daughter's huge vagina."

- Muzak Files For Bankruptcy
- Florida Gun Sellers Short On Bullets

ONN VIDEO »



Aunts And Stepdads Line Up For This Year's Hottest Gift: The Electric Tea Kettle 12.15.08

RADIO »



Congress Establishes New

STOCKWATCH



HULU  
HULU

0.36 7.58 (down 4.53%)

This online video company dropped in value after Ted got caught watching *Bones* at work and ruined it for the whole office.

< HULU SCJ TMF AMD GM >





# The Onion

<http://www.theonion.com>

- How did you assess this source?
- What did you look at?



# Authority

- Who is the author and/or publisher?
  - Person, organization or company?
  - Credentials or affiliations noted?
  - Expert or generalist?
  - Reputable, well-known?
  - Contact details provided / verifiable?



# Scope

- Does the source have a specific focus or deal with a specific topic?
- Does the information in the source relate to a specific geographic region (or regions)?
- Does it include detailed or very general information?



# Accuracy

- Are sources cited?
- Can the accuracy of the information provided be verified by other sources (e.g., are there references included in a bibliography?)
- Errors in spelling or grammar?
- Are any links broken or incorrect?



# Currency

- Is there a clearly noted publication date (or last-updated date)?
- Is the information in the source current/up-to-date?
- Are dates that pertain to specific information or events within the document clearly noted?



# Objectivity

- Author or publisher closely affiliated with the company or industry discussed?
- Is information factual and unbiased, or is it based on particular perspectives, arguments, or opinions not backed up with facts?



# The Onion: America's Finest News Source ?

- **Authority:** Content & language suggests that this is a news parody site. Most articles do not list an author.
- **Scope:** Broad range of topics. Worldwide stories. Does not have long, in-depth articles.
- **Accuracy:** Stories not typically backed up with facts or other sources.
- **Currency:** Older & newer articles featured. Not an "up-to-date & as it happens" news site.
- **Objectivity:** Articles are satirical in nature.



From: <http://news.bbc.co.uk/2/hi/health/2284783.stm>

BBC NEWS WORLD EDITION

**News Front Page**



- Africa
- Americas
- Asia-Pacific
- Europe
- Middle East
- South Asia
- UK
- Business
- Entertainment
- Science/Nature
- Technology
- Health
- Medical notes

**Talking Point**

**Country Profiles  
In Depth**

**Programmes**

**BBC SPORT**

**BBC WEATHER**

**SERVICES**

- Daily E-mail
- News Ticker
- Mobile/PDAs

---

- Text Only
- Feedback
- Help

**EDITIONS**

You are in: **Health**

Friday, 27 September, 2002, 11:51 GMT 12:51 UK

## Blondes 'to die out in 200 years'



Scientists believe the last blondes will be in Finland. The last natural blondes will die out within 200 years, scientists believe.

A study by experts in Germany suggests people with blonde hair are an endangered species and will become extinct by 2202.

Researchers predict the last truly natural blonde will be born in Finland - the country with the highest proportion of blondes.

But they say too few people now carry the gene for blondes to last beyond the next two centuries.

“

**The frequency of blondes may drop but they won't disappear**

”

**Prof Jonathan Rees,  
University of Edinburgh**

The problem is that blonde hair is caused by

**See also:**

- ▶ 28 Mar 01 | Education  
What is it about blondes?
- ▶ 09 Apr 99 | Health  
Platinum blondes are labelled as dumb
- ▶ 17 Apr 02 | Health  
Hair dye cancer alert

**Internet links:**

- ▶ University of Edinburgh

The BBC is not responsible for the content of external internet sites

**Top Health stories now:**

- ▶ Heart risk link to big families
- ▶ Back pain drug 'may aid diabetics'
- ▶ Congo Ebola outbreak confirmed
- ▶ Vegetables ward off Alzheimer's
- ▶ Polio campaign launched in Iraq
- ▶ Gene defect explains high blood pressure
- ▶ Botox 'may cause new wrinkles'
- ▶ Alien 'abductees' show real symptoms

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**Links to more Health stories are at the foot of the page.**



## BBC News Article about Blondes

- **Authority:** Mentions “experts in Germany” but no further details about study. Article is on a reputable website (BBC news).
- **Scope:** Blondes in general, worldwide.
- **Accuracy:** No precise study identified, nor any real data presented to back up the findings
- **Currency:** September 27, 2002. Bit dated.
- **Objectivity:** Fairly balanced. Provide counter opinion of professor Jonathan Rees.

For more info on this story, check out:

<http://www.snopes.com/science/stats/blondes.asp>



# Exercise: Evaluate the Selected Sources using these Criteria

- **Authority:** Author? Publisher?
- **Scope:** Specific or broad topics?  
Geographic focus?
- **Accuracy:** References cited? Spelling & grammar?
- **Currency:** Up-to-date? Publication date?  
Other dates included?
- **Objectivity:** Bias? Factual content or opinion-based?



# News Article Example 1: **LexisNexis**

The Globe and Mail (Canada)

August 29, 2008 Friday

## **iPhone data usage underwhelms**

**BYLINE:** SIMON AVERY, TELECOM REPORTER

**SECTION:** REPORT ON BUSINESS: CANADIAN; SMART PHONES; Pg. B3

**LENGTH:** 665 words

Now that Canadians have finally got their hands on the fashionable **iPhone** from [Apple Inc.](#), ▼ what are they doing with it? Not much, apparently.



# News article via LexisNexis

- **Authority:** Telecom reporter in reputable source (Globe and Mail).
- **Scope:** Company-specific, product-specific, Canadian focus with reference to US market
- **Accuracy:** No sources cited.
- **Currency:** August 29, 2008, slightly dated
- **Objectivity:** Company spokesperson referenced (potential bias—company perspective), factual information



# News Article Example 2:

<http://northdenvernews.com/content/view/922/2>

## Surgically alters thumbs to better use iPhone

PDF PRINT EMAIL

Written by James Benfly

Wednesday, 08 August 2007

Thomas Martel, 28, of Bonnie Brae is a big guy. So he has a hard time using the features on ever-shrinking user interfaces on devices like his new iPhone. At least, he did, until he had his thumbs surgically altered in a revolutionary new surgical technique known as "whittling."

"From my old Treo, to my Blackberry, to this new iPhone, I had a hard time hitting the right buttons, and I always lost those little styluses," explains Martel. "Sure, the procedure was expensive, but when I think of all the time I save by being able to use modern handhelds so much faster, I really think the surgery will pay for itself in ten to fifteen years. And what it's saving me in frustration - that's priceless."

IPHONE  
ACCESSORIES





# North Denver News Article

- **Authority:** Author noted, but fictitious. Revealed in editor's note linked at bottom of article.
- **Scope:** About a specific event. Info about the iPhone limited.
- **Accuracy:** No cited sources.
- **Currency:** Date noted (August 2007), but a bit old.
- **Objectivity:** No obvious affiliation with Apple, the iPhone manufacturer. Editor's note indicates article is satirical.



# Company Profile Example 1: Fpinfomart.ca

## COMPANY INFORMATION

Research In Motion Limited

295 Phillip St  
Waterloo, ON  
N2L 3W8  
Tel: (519) 888-7465  
Fax: (519) 888-6906

Contact Name  
Edel Ebbs

FP 500 2008 Ranking  
FP 500 - Sales: 65; Assets: 107; Income: 30

Industry  
Communications Equipment

### Key Executives

[James L. Balsillie, co-CEO](#)

Designs, manufactures and markets wireless solutions for the worldwide mobile communications market under the BlackBerry® brand. Through integrated hardware, software and services that support multiple wireless network standards, the company provides platforms and solutions for access to email, phone, instant messaging, SMS (short message service) and MMS (multimedia messaging service), personal organizer, digital camera, media player, Internet and intranet-based corporate data applications. The company's technology also enables third party developers and manufacturers to enhance their products and services with wireless connectivity.

## FP ADVISOR COVERAGE

Research In Motion Limited

- [FP Historical Reports](#)
- [FP Corporate Analyzer](#)
- [FP Corporate Surveys](#)
- [FP Directory of Directors](#)
- [FP New Issues](#)
- [FP Investor Reports](#)
- [FP Crosbie Mergers & Acquisitions in Canada](#)
- [FP Industry Reports](#)
- [Ordering FP Products](#)

## TOP INDUSTRY PLAYERS

### [Communications Equipment](#)

Company Name	Revenue (000's)
<a href="#">Nortel Networks Corporation</a>	11,758,152
Research In Motion Limited	6,285,827
<a href="#">Aastra Technologies Limited</a>	606,589
<a href="#">Sierra Wireless, Inc.</a>	472,466
<a href="#">Evertz Technologies Limited</a>	272,505

(Links are to Snapshots.)



# RIM Profile via FPinfomart.ca

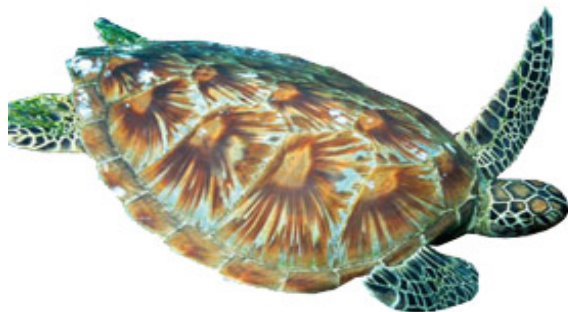
- **Authority:** CanWest is a well-known and reputable publisher. Authors are in-house analysts (Check Products & Services link)
- **Scope:** Company specific, Canadian
- **Accuracy:** Use primary sources and then analyze, verify and standardize content (Check Products & Services link).
- **Currency:** copyright 2006-2009 at bottom of page, very recent news articles, and financial figures
- **Objectivity:** Factual information provided. No specific sources cited, but corporate & regulatory sources noted in Products & Services link. Not affiliated with company.



# Company Profile Example 2:

<http://www.dowethics.com/index.html>

[Investor Relations](#) | [This Is Dow](#) | [e-Business](#) | [Careers](#)



## Hurt-halting Hires

As a publicly owned corporation, Dow is unable, due to share-price concerns, to accept any responsibility for the Bhopal catastrophe caused by our fully owned subsidiary, Union Carbide. As an individual, however, you can help as your conscience dictates: visit [Bhopal.net](http://Bhopal.net) or [Bhopal.org](http://Bhopal.org).

[Dow Contracts With Jacques Cousteau's Son to Freshen Dow's Turtle](#)

[More](#)

### [News Center](#)

[Chemicals are not only for external uses](#)

[The American Petroleum Institute has some lessons for all of us](#)

[What every company must know: disaster is often prosperity by another name](#)

[Dow and Cargill on the right track with a Dow-enhanced approach to agribusiness](#)

[Dow launches Acceptable Risk™ at London banking conference](#)

### [Recent Headlines:](#)

[An industry website answers difficult questions](#)

[Protecting Freedom of Speech: By Any Means Necessary](#)

[Dow: A Legacy Acknowledged](#)

[Towards Transparency: Your Feedback About Bhopal](#)

[New leadership for Dow: no change to position on Bhopal](#)

[This is Dow: Sustainable Development](#)

[Responsible Care: Aiming For Zero Responsibility](#)



# Dow Company Profile

- **Authority:** Hard to establish. Research reveals the site created by an activist group called The Yes Men.
- **Scope:** Lacks typical features of company web site. About Us, Facts & Figures missing.
- **Accuracy:** Most links lead to unrelated content. Somewhat poorly written.
- **Currency:** Footer date stamped 1995-2002. Dated content.
- **Objectivity:** Biased content. Activist angle upon closer examination.



# Industry Profile Example 1: **FAITS**

## Voice Over IP Market Trends

### Preview

by Jeff Green

Voice over IP (VoIP) is taking the telecommunications industry by storm by offering an inexpensive, feature-rich service for both businesses and consumers. The VoIP market was once led by a group of niche players who pioneered the technology, but now some of the biggest carriers in the world are embracing next-generation technologies as a way to stay competitive and are thus muscling their way into the sector. This report analyzes the key players in the industry as well as the trends that are shaping the market.



# VoIP Report via FAITS

- **Authority:** Written by industry analyst. Publisher long-time, respected provider of IT info (see About link)
- **Scope:** Industry specific, fairly narrow topic, US focus (deduced from content)
- **Accuracy:** No obvious errors in spelling/grammar. Very few sources noted. Links in report work.
- **Currency:** October 2008, relatively recent
- **Objectivity:** Has facts & opinion. Author is noted as an *independent* telecommunications analyst. Not affiliated with companies discussed.



# Industry Profile Example 2:

<http://www.american.edu/carmel/sa0565a/telecom.htm>



## The Information Technology Landscape in Canada

 <a href="#">About Canada</a>
 <a href="#">Telecommunication Infrastructure</a>
 <a href="#">Privatization and Deregulation</a>
 <a href="#">Internet Activity</a>
 <a href="#">e-Commerce</a>
 <a href="#">Hardware Manufacturing</a>
 <a href="#">Software Development</a>
 <a href="#">IT Usage</a>
 <a href="#">IT Labor Market</a>
 <a href="#">IT Geographics</a>
 <a href="#">IT Financing</a>
 <a href="#">Government</a>

### Telecommunication Infrastructure in Canada

#### *Telecommunications Industry*

Canada's government is helping the Telecommunications Industry reach national and international recognition by laying groundwork to help the nation's communication equipment suppliers. By giving tax credits to the private sector to stimulate research and development, Canadian telecom equipment, computers, peripherals, and software companies have promising futures. Canada was the first for the deployment of many telecommunication advancements such as the first public packet switching network, a pioneer of fiber-optic use and of intercontinental ATM transmission. In 1995, Canada's communications sector made a profit of almost \$23 billion of which over \$20 billion was revenue from the telephone industry. The Canadian Telecommunications Industry supported about 150 companies, most of whom were re-sellers, that captured about 10% of the estimated \$6 billion long-distance market from incumbent operators. Canada's city nodes are Vancouver, Ottawa, Montreal, and Toronto.

#### *Canadian Technology innovators*

- Nortel – [www.nortel.com](http://www.nortel.com) Northern Telecom which is the best known of Canada's telecom companies and the world sixth largest equipment supplier and developer of communications products, systems, and networks.
- MPR Teltech – Located in British Columbia. MPR Teltech is an innovator of communications and business



# InfoTech Landscape in Canada

- **Authority:** Compiled by MBA students from Kogod School of Business
- **Scope:** Very broad, somewhat disorganized content.
- **Accuracy:** Sources & links pages provided, but references incomplete
- **Currency:** Content is approx. 10 years or older. Last updated 1999.
- **Objectivity:** Generally factual content with some analysis.



# SWOT Analysis Example 1: Business Source Complete

TELUS Corporation is a Canadian telecommunications company. It is the largest incumbent telecommunications service provider in western Canada. It provides a range of telecommunication products and services including internet protocol (IP), voice, entertainment and video. Strong position in the Canadian telecom market provides the company with a competitive edge. However, intense competition in the market will adversely affect the company margins and market share.

Strengths	Weaknesses
Strong position in Canadian telecom market Steady performance of wireless division Robust network infrastructure	Declining performance of wireline segment Legal litigations
Opportunities	Threats
Acquisition of Emergis Growing Canadian telecom market Accelerating demand for broadband services	Intense competition Regulations Implementation of number portability



# TELUS SWOT via BSC

- **Authority:** Datamonitor reputable author & publisher. Source of information noted in disclaimer at beginning of document.
- **Scope:** Specific company, Canadian
- **Accuracy:** Spelling/ grammar fine, info. provided about the sources used.
- **Currency:** June 2008 (fairly recent/ slightly dated)
- **Objectivity:** Not affiliated with the company, primary and secondary sources used, factual info. and analysis



# SWOT Analysis Example 2:

[http://www.marketingteacher.com/SWOT/bharti\\_airtel\\_swot.htm](http://www.marketingteacher.com/SWOT/bharti_airtel_swot.htm)



Lessonstore

Search


PowerPoint

Homepage

About Us

Contact Us

Community

 Chinese

Ads by Google 

**Airtel Call India**  
**4.5¢/m**

effective rate. Get more than 200 min free on sign up. Hurry!  
[www.airtelcallhome.com](http://www.airtelcallhome.com)

## SWOT Analysis Bharti Airtel

### Strengths

- ↳ *Bharti Airtel* has more than 65 million customers (July 2008). It is the largest cellular provider in India, and also supplies broadband and telephone services - as well as many other telecommunications services to both domestic and corporate customers.
- ↳ Other stakeholders in Bharti Airtel include Sony-Ericsson, Nokia - and Sing Tel, with whom they hold a strategic alliance. This means that the business has access to knowledge and technology from other parts of the telecommunications world.
- ↳ The company has covered the entire Indian nation with its network. This has underpinned its large and rising customer base.

### Easy SWOT Diagrams

Create SWOT Analysis Diagrams See Examples.  
Free Trial!  
[www.SmartDraw.com](http://www.SmartDraw.com)

### Need to call India ?

Calling service from TATA ! Pin-less, 24/7 support, great rates  
[www.trueroots.ca](http://www.trueroots.ca)

### Swot

Find Strategic Planning Your Business Solution  
[Business.com](http://Business.com)  
[www.business.com](http://www.business.com)



Ads by Google

### Weaknesses

- ↳ An often cited original weakness is that when the business was started by Sunil Bharti Mittal over 15 years ago, the business has little knowledge and experience of how a cellular telephone system actually worked. So the start-up business had to



# Bharti Airtel SWOT Analysis

- **Authority:** No specific author noted. Commercial site (.com in url)
- **Scope:** Company specific. Some reference to telecom industry.
- **Accuracy:** Only one reference provided and it's incomplete. Indicates sources are publicly available, but no details provided. Disclaimer indicates page is for educational purposes only.
- **Currency:** Fairly recent info. Dates listed up to 2008.
- **Objectivity:** Fairly balanced, factual content.



# Parting thoughts ...

- Use the 5 evaluation criteria as a *guideline* when assessing sources.
- Usefulness & relevance of sources will vary depending on the info. needed.
- Be a critical consumer of information.
- If possible, verify content with other sources.



# Questions?

## Please Complete Our Tutorial Evaluation

## Thanks for your participation!