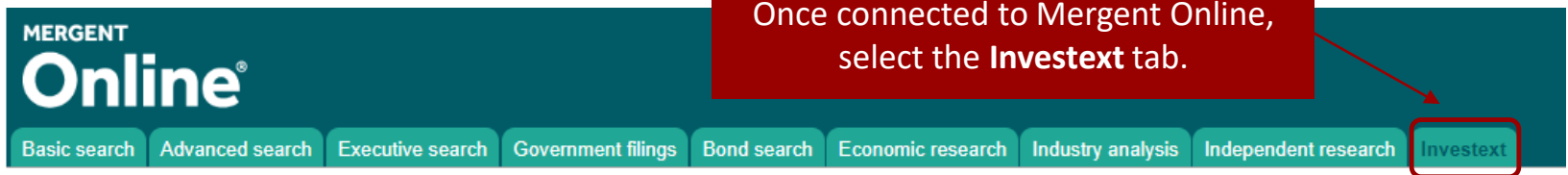


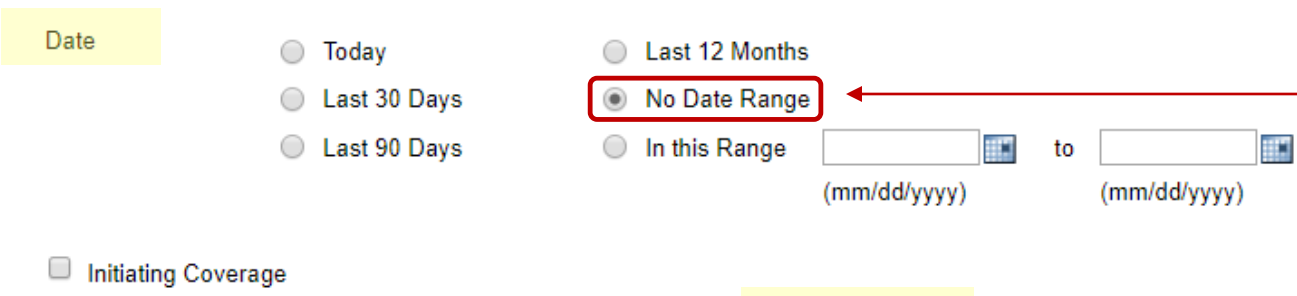
Searching SWOT Analyses in Investext via [Mergent Online](#)

1

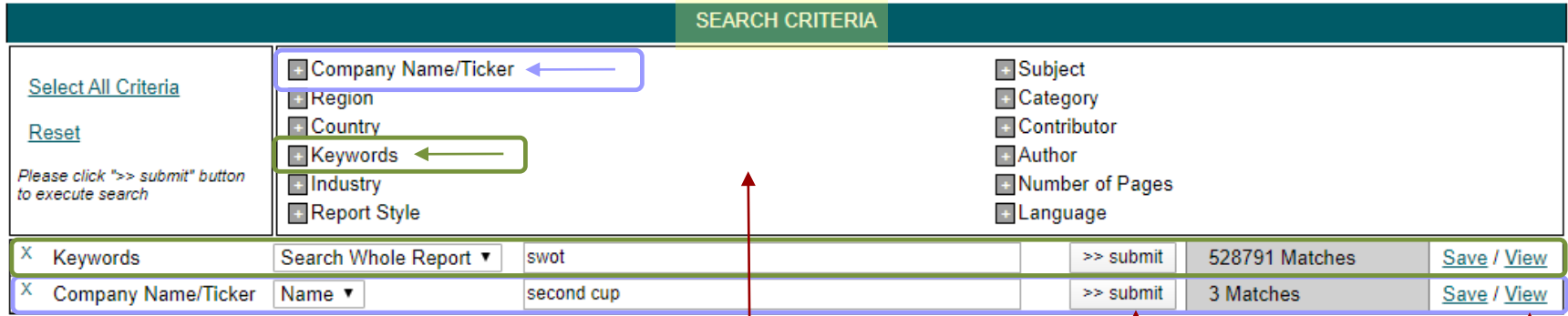


Once connected to Mergent Online, select the **Investext** tab.

2



On the **Investext** search screen, pick a date range (e.g., No Date Range). **NOTE:** Default date is **Last 12 Months**.



- Go to the **Search Criteria** box and select **+Keywords**. In the resulting **Keywords** box, select **Search Whole Report** from the drop-down menu, type **swot** in the adjacent box and select **>>submit**.
 - If desired, add additional criteria to your search (i.e., **Company Name/Ticker**, e.g., **Second Cup**) and select **>>submit**. To remove searches, select the **x** next to the relevant search criteria box.
 - To see results, select the **View** link.
- NOTE:** Try the **Keywords** option if you are unable to find a report with the other search criteria.

3

NEW SEARCH

Criteria

Keyword > Who
Company > Nam
DateRange > All

Note: Enable pop

On the results list ...

- in the **Select** column, tick a checkbox to pick one or more reports. Select the **envelope** or **floppy disk** icon to email or save the selected report(s).
- in the **Expand/Collapse** column, select **+** to see more info about the report.
- in the **Keyword Hits** column, select **View** to see your search words highlighted in the report.
- in the **Report** column, select the **PDF icon**, to open the report and view the full-text.

3 Reports Found
Displaying 1-3



Select	Expand / Collapse	Document Date	Contributor	Headline	Author	Language	Pages	Keyword Hits	Report
<input checked="" type="checkbox"/>	+	01/20/2020	MarketLine	The Second Cup Ltd	MarketLine Independent Re	English	41	View	
<input type="checkbox"/>	+	12/16/2016	ICD Research	The Second Cup Ltd. : Leisure and Arts - Company Profile, SWOT & Financial Analysis	ICD Research Department	English	35	View	
<input type="checkbox"/>	+	09/06/2016	Canadean	The Second Cup Ltd. : Foodservice - Company Profile, SWOT & Financial Analysis	Canadean Department	English	33	View	

4

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A Progressive Digital Media business

MarketLine Strategy, SWOT and Corporate Finance Report

The Second Cup Ltd

Toronto Stock Exchange (SCU)

January 2020

Once the report is open,
read, save or print
the document.

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