CONQUER THE 601
with Industry & Market Research Skills

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Today’s Agenda

1. Industry Research
2. Market Research
3. Industry Associations
4. Article Research
5. Citation Management

The Five Questions Approach

**R1** What business is the company in & what are its goals?

**R2** How successful is the company? And why?

**R3** What are the company’s prospects for the future?

**R4** What fundamental issues, choices, & alternatives face the company?

**R5** What strategy & specific actions should the company take to become more successful?
The Five Questions Approach

R1: What business is the company in & what are its goals?

R2: How successful is the company? And why?

R3: What are the company's prospects for the future?

R4: What fundamental issues, choices, & alternatives face the company?

R5: What strategy & specific actions should the company take to become more successful?

Today’s Session will:
• Help YOU find resources to answer questions R1, R3, R4.
Industry Research
The Value of Industry Codes

- Fundamental when researching competitors in one or more industries
- Codes group competitors together operating in the same line of business
- Define industries broadly and narrowly using a hierarchical numbering system
- Individual companies may have a primary code, and one or more secondary codes
Key Databases for Industry Reports

**BMI Research**
- quarterly surveys & forecasts on industries by country & region

**Passport**
- Economies section offers reports for over 150 industry sectors in Canada from a B2B perspective. (Industrial subtab)

**IBISWorld**
- Covers smaller more niche industries

**Marketline**
- Covers five-forces analysis

**Thomson One Investext**
- Industry research and forecasts from brokerage firms and consultants.

**Gartner**
- Specialized for IT research (must activate YorkU email at http://mms.yorku.ca to use)

Industry Research Guide: by Sector

BRYT Resources
Competitive Landscape

**BMI Research**
- Filter to country of interest > select industry on left > look to the lower right side of the interface for an orange box where you will find links to industry reports. Within the report you often find a SWOT.

**Mergent Intellect**
- Advanced Search > Location, Industry, etc.
- Export function

**Marketline**
- Within the Industry reports there is often a five forces analysis.

**IBISWorld**
- Although these reports do not have a SWOT report in them they do have Industry Outlook, Competitive Landscape and Operating Conditions sections providing similar analysis to a SWOT.

**Privco**
- Select search criterial for any combination of fields, geography, industry and annual revenues to generate a list.
Key Business Ratios

- 14 key business ratios including solvency, efficiency & profitability. Coverage is mainly of U.S. companies, though coverage of Canadian companies is growing. This guide shows how to effectively access ratios in KBR.

Mergent Intellect

- First Research section

Factiva

- Companies/Markets > Company > Enter company name > in the left column select Reports > the Ratio Comparison Report provides five year ratio and beta values for the company and associated industry, sector and S&P 500.

Thomson One Investext

- Only works in Internet Explorer. Industry analyst reports may contain industry financials.

Bloomberg

- Only accessible on campus. Commands: RV, RVR, EQS, BICS, BI

Finance Guide
Analyst Reports

Thomson One Investext
- International coverage
- Use IE11 browser: configuration document
- List of Non-Broker Research Firms

Other Analyst Report options available here
Bloomberg is a real-time financial service. Provides current and historical data, news and financial analysis of companies, equities, fixed income, bonds, indices, foreign exchange, commodities. Economic statistics are also available.

- Our **Bloomberg Guide** covers:
  - How to book terminal
  - How to set up an account
  - Training options – BESS, BMC
  - Key content and commands
Key Databases for Market Research Reports

**Passport**
- Market research reports covering many consumer goods & service categories, consumer lifestyle analysis, brand & market share data for consumer products, & profiles, rankings of leading consumer goods companies.

**WARC**
- Consumer trends & analysis, marketing, advertising & branding-focused industry studies. Mainly advertising expenditures & media costs via the Data tab on top.

**Marketline**
- The industrial reports provided by Datamonitor include the following market research information: market value, market value forecast, market volume, market volume forecast, category segmentation, market share & market rivalry.

**Canadean Reports** (via Thomson One Investext)
- Provides global coverage of the following market sectors: Ingredients, Packaging, Retail, Health and Beauty, Foodservice, Food, Wines & Spirits and Beverages. Follow this [help guide](#).
Canadean Reports via Thomson One Investext

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Demographics & Socioeconomic Data

**Simply Map Canada**
- Consult this guide which features different scenarios illustrating common marketing and business planning research tasks. See PRIZM C2 Marketers Handbook & PRIZM5 Marketers Handbook for the description & psychographic details of each segment.

**Vividata (formerly PMB)**
- Canadian consumer patterns and media habits. Coverage includes media activity, groceries, travel, apparel, home electronics, leisure, snacks, children's products, and more.

**SuperDemographics**
- Provides lifestyle segmentation by postal code & lifestyle clusters, along with demographic information from 2006 Census.

more at Market Research Guide
Distribution

- Procurement/Suppliers
- Logistics/Transportation
- Inventory/Warehousing
- Distribution Channels

Supply Chain Management (SCM) Guide
MaRS Library

**Market Research**
- Healthcare IT, life sciences general, cleantech general, mobile apps, renewable energy generation, location-based services, mobile industry general, e-publishing, etc.

**How do I find Canadian market data?**
- Prepared by MaRS Market Intelligence group
- Broken down by potential customers: Individual Consumers, Professions, Occupations and Groups, and Enterprises.

**How do I find US market data?**
- Prepared by MaRS Market Intelligence group
- Broken down by potential customers: Individual Consumers, Professions, Occupations and Groups, and Enterprises.

A collection of highly vetted resources that will enable entrepreneurs to answer common market research questions.
Industry Associations
Many professional and trade associations publish magazines known as trade journals. Articles in trade journals are helpful when conducting industry and market research, as these publications focus on specific trades, professions or industries and include current information on industry trends, new products or techniques and organizational news.

Industry Associations

- Associations Canada
- Industry Canada - Directory of Trade & Business Associations
- Internet Public Library - Associations by Subject

Google is another great source for finding associations!
Article Research
The Business Articles Guide includes links to databases & info on search strategies.
Factiva

Search Form:
organic near5 (drinks or beverages)

Date: In the last 2 years

Source: North America

Subject: Market Research/Consumer Trends

Industry: Food Products or Beverages/Drinks

Language: English
Short videos, PDFs, & database walkthroughs

bryt.library.yorku.ca
Citation Management Tool
Zotero: Helps you store, manage, access and share articles, reports, web sites etc. that you find as you engage in 601 research with your teammates. Watch this 45-min webinar to learn more about it.

Business Citation Guide: Comprehensive list of examples on how to cite business resources in APA formats.
Today we’ve covered…

1. Industry Research
2. Market Research
3. Industry Associations
4. Article Research
5. Citation Management

Contact us:
- Email: bronfref@yorku.ca
- Phone: 416-736-5139
- IM chat
- Drop-in reference hours