

# Goizueta Business Library

*Creating Bridges to Knowledge*

## Industry & Competitor Analysis (BUS 630), Spring 2008

### ***Some core research strategies:***

- Recognize the bias inherent in each resource you use and seek out other sources/information that will help you to balance the perspective
- Don't limit yourself to just one or two or even three sources; we subscribe to multiple resources as each offers slightly different content, viewpoints, lenses through which the information is approached
- Every good piece of information leads you to another. Follow leads found in cites to other sources, whether it be a graph, chart, bibliography, footnote, or notation within the text
- Be persistent, be creative. Work, rework, and rework again search strategies; let good results inform keywords, etc. that you use
- Think about where information lives, e.g. who owns this information; the closer you can get to the actual source, the better
- Use [Advanced Google](#) search strategies. You are going to use Google anyway, so might as well improve the return on the investment in your time
- Be skeptical. Check facts and assumptions
- Pick up the phone and talk to a live person. It's not all on the web, or even contained within all of our many databases. Association staff and editors of key industry trade journals are very knowledgeable about their respective industries. Pick their brains. Ask what they know, where else to turn, does something even exist.

## Industry/Environmental Scans

### ***Overviews***

#### **Standard & Poor's Industry Surveys**

- In-depth industry overviews for 55+ broad industries
- Trends, challenges, competitive marketplace, key players
- Global perspective
- Use *Resources* section at back of surveys to leads to key industry associations, trade publications, government agencies, etc.

#### **First Research**

- Industry overview, trends & opportunities, challenges, CEO perspective, industry business norms
- Covers multiple industry sectors and niches
- Heavier US focus

### ***In-Depth Analysis***

#### **Marketline**

- Market overview, value, and segmentation, five forces analysis, leading companies, macroeconomic indicators
- Each industry report is written for a specific country with a global report available for most industries
- International coverage

#### **Business Insights**

- Substantive market research reports; covers Consumer Goods, Energy, Financial Services, Healthcare and Technology sectors
- Strong European and global perspectives



**ASK** a Librarian

## **Mintel**

- Substantive market research reports focused on consumer-based products/services
- Especially strong in demographic and psychographic data
- Primarily US and UK country-specific reports, with select niche market coverage for other countries/regions

## **Euromonitor Market Research Reports**

- 4500 reports on the consumer, industrial and service sectors, broken down by country
- Especially strong in macroeconomic, demographic data
- To access: Search>Text Search; keyword search "body" of text

## **Jupiter Research & eMarketer**

- IT focused substantive market research reports specific to Internet/technology products & services and competitive marketplace

## ***Wall Street Analysis***

### **Investext**

- Full text research industry research reports by ibanking analysts
- One of the few places you can get forecasted financials
- Use Industry Search menu to locate reports across broader industry sectors; combine keyword search to identify reports on specific products/niche markets
- EXAMPLE: Industry Search: Telecommunications Keyword Search: iphone\*
- Identify analysts that are initiating coverage for very substantive industry/competitor analysis
- EXAMPLE: Industry Search: Telecommunications Keyword Search: initiating coverage

## **Fair Disclosure Transcripts**

- Available through [StreetEvents](#) and [Factiva](#)
- Verbatim transcripts of corporate analyst conference calls and presentations, including earnings, late breaking news (often reported in 8K filings), sell-side industry conferences, shareholder meetings, and other corporate disclosure; transcripts appear within 24 hours of call, but usually within hour
- Ibanking industry conference presentations are especially rich sources of information
- Audio of most recent 2-3 calls posted on corporate web site/Investor Relations pages
- Excellent sources of insights about corporate strategy, internal and external challenges/risks, competitive forces, etc.
- Use [Quick Guide to using StreetEvents](#) to effectively navigate this resource
- Within Factiva, use the following search strategy: sn=fair disclosure and hd=company name (there is usually a 1-3 week embargo before transcripts are released to Factiva)

## **Wall Street Transcript**

- Analysis and Q&As between Wall Street analysts, private sector industry experts, consultants and CEOs
- Includes industry and peer group commentary, strategy, challenges, risks, shareholder value
- CEO Interviews offers unique forum for probing corporate strategy and direction

## **Articles**

- Mining articles from business, finance, industry newspapers and trade magazines can be extremely useful for unearthing good information and intelligence. Use articles as a way to 1) glean analysis/data located in market research reports and other special reports to which you might not have access and 2) identify potential leads to other sources of information
- Within [Factiva](#), use the following search strategy: hlp=industry and hlp=(strateg\* or market\* or challenge\* or risk\* or compet\* or future or outlook\*)

## ***Industry Associations***

- Can be good sources of industry trends and opportunities
- Often publish industry outlooks/best practices
- Usually inexpensive
- Don't stop with what you find on the web; call and speak with someone; these folks can be very knowledgeable about what is going on in an industry and great leads for additional places to look

## ***Consulting Firm White Papers***

- Many of these firms (McKinsey, Bain, Accenture, Deloitte, etc.) publish white papers on the industries in which they have expertise.
- Use some [Advanced Google](#) tricks to try and locate:
- EXAMPLE: to locate a white paper on the electronic gaming industry: ~electronic ~games inurl:deloitte filetype:pdf

## **Company Intelligence**

### ***Public & Private Company Profiles***

#### Marketline

- Company profiles for global public and private companies with significant market share
- Includes SWOT analysis for largest 2000 companies

#### Euromonitor Company Profiles

- Company profiles for global public and private consumer-focused companies with significant global market share
- Includes SWOT analysis

#### Hoovers

- Nothing you can't find through other sources, but is conveniently packaged

### ***Public Companies***

#### SEC Filings

- Be sure to read at least the 10K and Annual Report; don't overlook the Management Discussion & Analysis section of the 10K for CEO disclosure about financial performance, corporate strategy, risks, competitive marketplace, and the future

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### Thomson ONE Banker

- 20+ years of financial statements, comparative peer analysis, and more

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  - hlp=company name and hlp=(ceo or executive\* or president or board) and (interview\* or profile\*)

### *Management/Operations*

#### The Conference Board

The Conference Board is a global management-focused think tank which gathers data from and analyzes its membership of global public and private companies. Many of the Board's reports contain mini case studies of global companies interviewed for the report. With a focus on best practices and corporate priorities, these can provide a different lens through which to analyze your company and its competitive marketplace

