

# Goizueta Business Library

*Creating Bridges to Knowledge*

## Entrepreneurship (BUS 636/646P)

### Market, Industry & Competitive Analysis

#### Industry & Competitor Analysis

##### Getting Started

###### ► Standard & Poor's Industry Surveys (Industries tab)

- The S&P Industry Surveys are an excellent way to begin getting grounded understanding the industry, its trends and challenges, external market drivers, operations and key competitors.
- S&P focuses on broader industries and major niches; you may not find a survey covering your market. However, it is still very useful for giving you a sense of the bigger marketplace, consumers, external pressure points, and industry terminology.
- Don't overlook: Glossary and Industry References sections.
- Citations. S&P cites all the sources of their analysis and data; these are important leads for delving deeper in your research.

<http://business.library.emory.edu/eresources/title/view.php?erid=47>

###### ► Industry Associations

- Most industry associations generate aggregate data or publish industry facts and outlooks and many make some of this data available for free on their web sites ; look for links to Industry Information, Industry Facts, Industry Research, etc. on the home page. Also look for links to related industry associations and organizations as leads for additional sources of information.
- Call. Take the time to call associations to talk to staff; they are extremely knowledgeable about the industry; ask lots of questions, including where else they would recommend you look.
- It never hurts to ask, nicely. If the association publishes a report that would be beneficial to your project, try and negotiate access. Oftentimes associations will send you an executive summary and/or specific pages (within reason) of relevant reports.

##### Identifying Associations

- Each S&P Industry Survey has an "Industry References" section which identifies key associations, government organizations, trade journals, etc.
- Google it! Try this search strategy: industry keyword association site:org
  - Example: beverage association site:org

##### Market Size, Drivers, Segmentation, Channels

###### ► Mintel Market Research

- For consumer-based industries, Mintel's substantive market research reports (200+ pages) provide you with detailed analysis and data based on both primary and secondary research.
- Citations. Mintel cites all the sources of their analysis and data; these are important leads for delving deeper in your research. Graphs and charts within the report are tagged for downloading into Excel and a graphics wizard – useful for presentations!

<http://business.library.emory.edu/eresources/title/view.php?erid=77>

###### ► MarketResearch.com

- For consumer-based industries, MarketResearch.com's substantive market research reports (200+ pages) provide you with detailed analysis and data based on both primary and secondary research.
- Locate market research reports on the following industries: consumer goods, health sciences, and media. Useful for locating competitive analysis, market trends, product innovations, buyer behavior, market share, and industry interviews and company profiles.

<http://business.library.emory.edu/eresources/title/view.php?erid=198>

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## Key Business Ratios & Industry Norms

Key business ratios (solvency, efficiency and profitability) are important for seeing relationships between financial statement items and for comparative analysis across other firms in the same industry. They are used for:

- setting credit limits and lending terms for new and existing accounts
- assessing key suppliers
- performing competitive analysis
- researching the financial standing of a potential business partner or acquisition candidate

The two best sources of this data are both print books located in the Business Library's reference collection; both are organized by SIC code (industry) and break down the data by firm size.

▶ [Dun & Bradstreet Key Business Ratios & Industry Norms](#) (BUS REF HF 5681 R25 I525)

▶ [RMA Annual Statement Studies](#) (BUS REF HF 5681 .B2 R6)

## Articles (newspapers, trade journals, business/finance publications)

▶ [Factiva](#)

Mining industry articles and the press is an excellent way to glean credible intelligence about an industry, its marketplace, players, etc. Since coverage includes local and regional publications, it is especially useful for target market research.

You will need to be creative and flexible mining Factiva, but following are some recommended search strategies to get you started:

- hlp=home depot and hlp=(trend\* or outlook or project\* or future or challeng\* or risk\* or market or marketplace or strateg\*)

To limit your search to a specific publication, such as a local newspaper:

- hlp=home depot and hlp=(trend\* or outlook or project\* or future or challeng\* or risk\* or market or marketplace or strateg\*) and sn=atlanta

<http://business.library.emory.edu/eresources/title/view.php?erid=20>

## **Consumer Demographics, Psychographics, Spending, Target Markets, & Advertising**

▶ [Mintel Market Research](#)

- Start here. One of the best sources for identifying strategic and tactical data about who your industry's consumers are, demographic breakdown, attitudes, behaviors and purchasing preferences.
- Citations. Mintel cites all the sources of their analysis and data; these are important leads for delving deeper in your research. Graphs and charts within the report are tagged for downloading into Excel and a graphics wizard – useful for presentations!

<http://business.library.emory.edu/eresources/title/view.php?erid=77>

▶ [New Strategist Book Series](#)

- Examine attitudes, trends and demographics by age and ethnic groups
- Print only: BUS REF HF HC110 .C6
- Easily identifiable on the shelf by their bright colors.
- Some of the title are now available in pdf

<http://business.library.emory.edu/eresources/title/view.php?erid=203>

▶ [PRIZM "You Are Where You Live"](#)

- People living in the same neighborhoods tend to have similar lifestyles; type in a zip code and get a snapshot of the neighborhood broken out by top five segments and corresponding lifestyle traits.

<http://www.claritas.com/MyBestSegments/Default.jsp?ID=20>

- ▶ **The Lifestyle Market Analyst (SRDS)**
  - Comparative demographic and lifestyle characteristics for 200+ U.S. markets
  - Print only: BUS REF HF 5415.33.U6 L54
- ▶ **Community Sourcebook of Zip Code Demographics**
  - Population, households, families, race, income and spending potential broken down by zip code
  - Print only: BUS REF HA203 .S66 2006

### U.S. Census Data

- ▶ **Consumer Expenditure Survey (2005 most recent)**

<http://www.gls.gov/cex>

- ▶ **Country Business Patterns**

[http://factfinder.census.gov/servlet/DatasetMainPageServlet?\\_program=EAS&\\_tabId=EAS2&\\_submenulD=datasets\\_5&\\_lang=en](http://factfinder.census.gov/servlet/DatasetMainPageServlet?_program=EAS&_tabId=EAS2&_submenulD=datasets_5&_lang=en)

- ▶ **American Factfinder**

[http://factfinder.census.gov/home/saff/main.html?\\_lang=en](http://factfinder.census.gov/home/saff/main.html?_lang=en)

- Portal page for virtually all of the government data you will need.
- Most data available in Excel.

### Advertising Spending

- ▶ **Ad \$ Summary (TNS)**

- BUS REF HF 5801 .A18

<http://business.library.emory.edu/eresources/title/view.php?erid=182>

- ▶ **Advertising Red Books**

- BUS REF HF 5804 .S72

- ▶ **2007 Thumbnail Media Planner**

- BUS REF HF 5415.3 T56

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- ▶ **Factiva**

Mining industry articles and the press is an excellent way to glean credible intelligence about consumer trends, demographics and psychographics.

You will need to be creative and flexible mining Factiva, but following are some recommended search strategies to get you started:

- hlp=(bar or bars or bartend\* or wine or beer or choice\*) and hlp=(preference\* or trend\* or behavior\* or attitude\* or spend\* or buy\* or purchas\*) and (consumer\* or customer\*)

<http://business.library.emory.edu/eresources/title/view.php?erid=20>

## **Questions?**

**Email Susan Klopper or Ask a Librarian on First Class**

