

# Goizueta Business Library

*Creating Bridges to Knowledge*

## MBA Competitive Intelligence Session:

### Company and Industry Intelligence

September, 2007

#### Standard and Poor's Net Advantage

- Industry reports available for 55 industries
- Reports cover industry size and structure, recent developments and forecasts, relevant macroeconomic statistics, competitor financial comparisons, and related trade journals and associations
- Identify key financial and competitive analysis of 7,000 public companies

#### Hoover's

- Includes over 16 million U.S. and international public and private companies.
- Company profiles include industry description, history, products and operations, subsidiaries, and competitors.
- **To build a target list:** select Build Company Lists
- Select from criteria including: geography (metro area, zip code, region) sales; number of employees; sic code/industry description

#### Mintel

- Market research reports focus on consumer information for food, drink, hobbies, travel, clothing/fashion, health/medical, beauty/personal, household products, personal services, and automotive
- Reports analyze market sizes and trends, market segmentation, consumer attitudes, purchasing habits, and the future of the market
- Majority of reports cover US and UK

#### Business Source Complete

- Search for articles from over 8,500 scholarly business journals covering management, economics, finance, accounting, international business and much more.
- Includes *Harvard Business Review*, *California Management Review*, *MIT Sloan Management Review* and *Administrative Science Quarterly*

#### Factiva

- Full text access to over 9,000 business wire stories, magazines, newspapers, and newsletters
- **Tips for searching:**
  - Change the date default from 3 months to a target time frame
  - Select "headline lead paragraph" from the drop down menu by "search for free text terms."
  - Search for alternative word endings: compet\* = competitors, competition, compete, competing...
  - Expand "company" section for a specific firm: Pulte Homes Inc
  - Search for free text terms in: headline and lead paragraph



<http://business.library.emory.edu>

## Case Questions

### State of the industry

- a. Identify 3 trends that have impacted the homebuilding industry
- b. What are common industry ratios and statistics to consider when evaluating a home building company?

### Key Companies

- a. Who are 5 largest employers in the residential construction arena?
- b. On average, of homes built in the US each year, what percentage are single family homes vs. apartment style homes?

### Consumers

- a. What are the top 3 reasons people move?
- b. What percentage of homeowners has a mortgage on their home?

### Industry Analysis - Trade Publications

- a. What do analysts think of Bank of America's recently announced investment in Countrywide?
- b. How are adjustable rate mortgages impacting Countrywide?

### Industry Analysis– National News

- a. What has the Federal Reserve said about foreclosures?
- b. What about the rating agencies (such as S&P)? Are they implicated in the subprime mortgage problems?

### Industry Analysis– Local News

- a. How are foreclosures impacting Atlanta real estate?
- b. How are luxury homes on the high end of the Atlanta market impacted?

