

BUSINESS RESEARCH CLINIC

Industry Research

October 29th & 30th, 2008

IBIS World

The latest addition to BYU's collection for industry research, this user-friendly database contains in-depth reports on **over 700 U.S. industries**, from soybean farming to video games.

- Market Share and Size
- Key Competitors
- Barriers to Entry
- Segmentation
- Industry Performance, Outlook, and more

Reports can be exported as PDFs and most are updated quarterly.



WHERE KNOWLEDGE IS POWER

More Industry Overviews

- **Gartner:** News, reports, and analysis in hi-tech industries.
- **S&P's NetAdvantage:** Click on the Industry tab at the top then use the drop-downs to select an industry or sub-industry survey. Only broad industry categories are covered, but these reports are great sources for trends and comparative statistics.
- **Value Line:** Click on Plus Edition and search for your industry or company.
- **Business Source Premier:** The Enhanced Business Searching interface makes it easy to find Datamonitor's brief Industry or Company profiles, with SWOT analyses.
- **Mint Global:** Also has some Datamonitor profiles.

BYU's Business Library

www.lib.byu.edu/business

Resources licensed by the BYU Library can be found on the MEGI website (Management, Economics, and Government Information). Use the Find a Database tool to search by name or click on a link to a subject page, where databases are categorized topically.

RMA eStatement Studies

The Financial Ratio Benchmarks Data (FRB) provides common-sized fundamentals and norms for industries, including liquidity, coverage, leverage, and operating ratios.

The Industry Default Probability Data (IDP) uses cash flow measures and Moody's KMV's RiskCalc to project the Expected Default Frequency (EDF) for an industry.



This data stretches back five years and can be examined on a national or regional basis. It is also broken up by the size of firms within an industry, and everything can be exported to Excel.

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More Industry Norms and Ratios

- **D&B's Industry Norms & Key Business Ratios:** Available in print in the MEGI reference collection (HF 5681 .R25 I53)
- **Troy's Almanac Business & Industrial Financial Ratios:** Available in print and CD-ROM in the MEGI reference collection (HF 5681 .R25 T68)
- **ProQuest Entrepreneurship:** Articles, case studies, business plans, templates, video interviews. Includes reports from BizMiner with average financial statements by industry for small businesses, and average profit and loss statements for startups by industry. Just begin your search with "bizminer and . . ."

ProQuest *Entrepreneurship*

Company Databases

- **Mint Global:** Profiles for 50 million companies worldwide. Search by a wide variety of criteria. Construct lists and export to Excel. 4 min. video tutorial: <http://screencast.com/t/r59kOnw7juE>
- **LexisNexis:** Similar to Mint Global.
- **Factiva** is the best place for business news and also has profiles for public companies
- **S&P NetAdvantage, Value Line** and **Morningstar** all have investment reports on companies
- **Business Source Premier (EBSCO)** has brief company profiles from Datamonitor

News and Trade Publications

- **Business and Industry (RDS)-Gale:** Over 900 trade publications.
- **ABI/Inform (ProQuest):** Trade publications and newspapers.
- **LexisNexis:** Newspapers.
- **Factiva (Dow Jones):** Best source for local and international business newspapers. Use the drill-down filters (plus-signs) to narrow your search to specific industries or companies, etc.

Dow Jones *Factiva*

Market Research

- **Global Market Information Database (GMID):** Macroeconomic and demographic statistics together with consumer trends and market reports. International focus.
- **Mintel:** High quality, in-depth reports covering consumer goods, travel, lifestyles, food, financial services, and demographic segments. Focus on the US and Western Europe.
- **MarketResearch.com Academic:** Reports from a handful of publishers covering consumer goods, food, pharmaceuticals, biotech, chemicals, and demographic segments. Focus on the US.
- **eMarketer:** Statistics, trends and analysis on internet and digital marketing and media.

Industry and Trade Associations

Trade associations can be a great source of information. Depending on the association they might have data available on their website, or contacting them might result in good leads. A search in Google is often effective in identifying and locating associations. You might also try ASAE's Gateway to Associations Directory: <http://www.asaecenter.org/Directories/AssociationSearch.cfm>

Government Resources

- **Census Bureau** (<http://www.census.gov/>): Not just demographics. The Economic Census runs every five years and counts establishments by industry and their receipts.
- **Bureau of Economic Analysis** (<http://www.bea.gov/>): GDP and industry input-output data.
- **Bureau of Labor Statistics** (<http://www.bls.gov/ppi/>): The Producer Price Index measures changes over time in the prices received by American firms for their products.