

# Industry Research

## 12/9/11

Todd Hines  
Adriana Popescu

# Industry research

- Many different sources
- Our focus
  - Sources for industry overviews
  - Sources for niche industry questions
  - How to tackle some of the most popular questions
- Primary users
  - Questions about companies or products frequently need industry research (huge portion of what I do)
  - Engineering school - business plans

# Industry research

- Some general details
  - Generally easier to research US industries than non-US
  - Some free info, but much is **very** expensive
  - There is a lot of fluidity between company, product and industry research
    - Users often asking questions that cover all three

# Sources of Industry Overviews

- See the "Industry" tab in the [Finance](#) LibGuide for a link to many of the main sources
- Easier to find an overview if it's a long-standing, well-defined industry (i.e. it tracks to an industry code)
  - What's an industry code?
    - Ex. [SIC](#), NAICS, GICS, ISIC
  - Some sources use industry codes to sort/track industries
    - [IBISWorld](#) - uses NAICS codes
  - Some don't
    - [Standard & Poor's NetAdvantage](#)

# Sources of industry overviews

- What about industries that aren't long standing and well-defined industries?
  - "Sexy," cool, exciting industries?
    - Luxury goods, social media, online payments systems, online commerce, etc., etc.
    - Here's one of the problems in a [nutshell](#)
    - If a research report costs >\$20k, are they going to be included in the academic databases?
      - Nope
    - What do students generally ask me about? The industrial adhesives market?
      - Nope

# "Exciting" industries

- What do you do when patron want wants market research from an industry where reports are \$\$\$?
  - First, show the user how much a report costs. That can put things in context.
- We do have a number of databases that have some content on these types of industries
  - [MarketResearch.com Academic.](#)
  - [Frost & Sullivan Team Research.](#)
  - [Gartner.](#)
  - [EIU industry databases](#)
  - [Euromonitor Passport GMID.](#)

# Market share

- Which companies control the market in a product or service
- Ex. Liquid laundry detergent
- Recommended databases
  - [Market Share Reporter](#).
  - [TableBase](#).
  - [Euromonitor Passport GMID](#). - focuses on consumer products
- Other sources
  - Business news articles
    - Factiva
    - LexisNexis

# Additional Industry Research Source

- Economics [FAQ](#)

# EGR Courses (Keller Center)

## EGR 491: High-Tech Entrepreneurship

- “Hands-on” practical course - introduces students to the analysis and actions required to launch a successful high tech company. Using several conceptual frameworks and analytical techniques, it addresses the challenges of evaluating technologies for commercial feasibility, determining how best to launch a new venture, attracting the resources needed to start a company (e.g. people, corporate partners, and venture capital), preparing comprehensive business plans, structuring business relationships, and managing early stage companies toward "launch velocity" and sustainable growth.
- Mid-term paper - finding a new technology and assessing its commercial feasibility.
- Final project - study and analyze in depth a real startup company.

# EGR Courses

## **EGR 324: Environmental Entrepreneurship**

- Students will learn the process for developing and operating a business in our economy's fastest growing field -- green business. Opportunities for profitable businesses will be identified and researched. The concepts of environmental stewardship and sustainability will be assessed together with market forces and economic development. Market analysis, organizational structures, management tools, and financial models will be constructed and evaluated both from the role of the entrepreneur and the investor. Students will produce environmentally-sustainable, socially responsible, and profitable business plans worthy of attracting investors.
- Students will present a finalized business plan that includes a market analysis, feasibility assessment, and financial model.

# Research for Business Plans

## Business Plan Executive Summary

It provides a concise overview of the entire plan, along with a history of your company.

## The market analysis

This section should illustrate your knowledge about the particular industry your business is in. It should also present general highlights and conclusions of any marketing research data you have collected. This section should include: an industry description and outlook, target market information, market test results, lead times, and an evaluation of your competition.

## Company Description

This section should include a high level look at how all of the different elements of your business fit together.

## Organization & Management

This section should include: your company's organizational structure, details about the ownership of your company, profiles of your management team, etc.

## Marketing & Sales Management

In this section, the first thing you want to do is define your marketing strategy and sales strategy.

## Service or Product Line

What are you selling? In this section, describe your service or product, emphasizing the benefits to potential and current customers.

## Funding Request

In this section, you will request the amount of funding you will need to start or expand your business.

## Financials

The financials should be developed after you've analyzed the market and set clear objectives.

## Appendix

This section should be provided to readers on an as-needed basis.

# Industry Intelligence Research

<http://libguides.princeton.edu/industry>

## TYPICALLY LOOKING FOR:

Profile, Market size, Key players, Customers, Trends, Forecasts, Opportunities

## FIND IT IN:

Library databases, Trade associations, Company web sites, Government websites

- **Gale Virtual Reference Library:** Encyclopedia of American Industries, Encyclopedia of Emerging Industries, Encyclopedia of Global Industries, Encyclopedia of Products & Industries
- **Gale Directory Library :** Market Share Reporter, Ward's Business Directory
- **IBISWorld**
- **Mergent WebReports**
- **Standard and Poor's NetAdvantage**
- **TableBase**
- **Hoover's**
- **Frost & Sullivan**
- **EIU Technology Briefings & Forecasts**
- **Reference USA (CD-Rom, Lewis Library)**
- **Articles in the business press are a great source of information about industry trends, new products, market projections, and other topics – ABI Inform, Business Source Elite, Factiva, LexisNexis**