WHY RESEARCH YOUR INDUSTRY?

• To develop your business plan
• To respond to new trends
• To identify companies by industry
• To find a job or prepare for an interview
• To assess potential investments
TYPES OF INDUSTRY INFORMATION

• General industry overview
• Financial performance of the industry
• How the industry operates
• Major players - competition and market share
• External forces and trends
• Industry resources
INDUSTRY RESEARCH FROM THE GOVERNMENT

What is an Industry?

An economic sector or broad business which includes many specific types of businesses

Industry Codes - NAICS & SIC

Hierarchical classification system for different types of businesses based on broad industry categories designated by two digits and additional numbers have more digits used by government & publishers

NAICS & SIC Manuals in print or online: www.census.gov/eos/www/naics
WHERE TO LOOK

Associations
Trade Publications
US Government

BPL Learning Resources
- Business Insights: Essentials
- Plunkett Research Online
- ABI Inform Research
- Mintel Reports Academic
- Mergent Industry Profiles
CONNECT AND KEEP CURRENT

Encyclopedia of Associations

There are trade associations for almost every type of business, offering statistics, industry reports, magazines & newsletters, benchmarks, conventions. Also available remotely through Gale Directory Library

Trade publications

Some free, online subscriptions through Tradepub.com
ECONOMIC CENSUS: INDUSTRY SNAPSHOTS

*Industry Snapshots* provide key and per capita ratios:

[www.census.gov/econ/snapshots/](http://www.census.gov/econ/snapshots/)

To choose the industry you are interested in:

Choose the industry from the SELECT AN INDUSTRY menu on the left.

Use the arrowhead to the left of the NAICS code to find more specific businesses within the industry sector.
INDUSTRY SNAPSHOTS

nic Census: Industry Snapshots

2007

AN INDUSTRY 2012
- Mining, quarrying, and oil and gas extraction
- Utilities
- Construction
33 - Manufacturing
- Wholesale trade
45 - Retail trade
49 - Transportation and warehousing
- Information
- Finance and insurance
- Real estate and rental and leasing
- Professional, scientific, and technical services
- Management of companies and enterprises
- Administrative and support and waste management and remediation services
- Educational services
- Health care and social assistance
- Arts, entertainment, and recreation
- Accommodation and food services
- Other services (except public administration)

2012 NAICS SEARCH
Enter an Industry code or Title

The Industry Snapshots present key statistics from the Economic Census and per capita ratios us data from Population Estimates for a user-selected industry. To choose the industry you are interested in:

- Enter the 2012 North American Industry Classification System (NAICS) code or key into the NAICS SEARCH box above, or
- Choose the industry from the SELECT AN INDUSTRY menu to the left using the arrowhead to the left of the NAICS code.

See the Economic Census release schedule and the Snapshot FAQs for more information on the data presented.

See the Definitions and Comparability tab in the Industry Statistics Portal for more information on NAICS changes.

See the Geographic Coverage Tables for more information on the geographies published by indu...
ACCESS BROOKLYN PUBLIC LIBRARY'S E-RESOURCES
ACCESS BROOKLYN PUBLIC LIBRARY’S E-RESOURCES FROM HOME

1. Go to www.bklynlibrary.org
   a. For the desktop: click on LEARN on the left-hand side, then Learning Resources.
   b. For mobile device: click on the 3 bars next to the logo on the left-hand side and click LEARN then Learning Resources.

2. From the Subject drop-down choose Business and Career, then select a database.

3. You’ll be prompted to enter your 14-digit barcode on the back of your library card and your 4-digit PIN.
LEARNING RESOURCES AT BPL

Business Insights: Essentials (available remotely)
- Industry overviews and market share reports

Plunkett Research Online (available remotely)
- Covers major industries: market research, trends, company profiles, statistics.

Mintel Reports Academic (only available at BPL Central Library)
- Provides market research reports with analysis of consumer markets, companies and brands.

Mergent Intellect (remote access coming soon)
- FirstResearch provides hundreds of industry profiles with financial analysis for investors.

ABI Inform Research (available remotely)
- A broad-based index to business-related newspapers (including Wall Street Journal), trade publications and academic journals.
BUSINESS INSIGHTS: ESSENTIALS

Company and Industry Intelligence
Detailed company and industry profiles including SWOT reports, market share reports, and financial reports.

Financial Reports
Thomson Reuters company financial reports provide interactive balance sheets and cash flow statements, as well as market conditions for publicly traded U.S. companies.

Compare Companies
Analyze key metrics and compare companies and industries using our company profiles, proprietary private company database, and fundamentals companion tool.
PLUNKETT RESEARCH – START BY SELECTING MAJOR INDUSTRY GROUP

1. RESEARCH AN INDUSTRY
   - Data for Business Plans
   - Industry Research Centers
   - Research Business Trends + Opportunities

2. Industries
   - Select a Major Industry Group: (e.g. Banking, Computers, Retail, etc.)
     - Aerospace, Aircraft, Satellites & Drones
     - Advertising, Branding & Marketing
     - Airlines, Hotels & Travel
     - Alternative & Renewable Energy
     - Apparel, Textiles & Fashions
     - Asian Companies
     - Automobiles & Trucks
     - Banking, Mortgages & Credit
     - Biotechnology, Drugs & Genetics
     - Canadian Industries
     - Chemicals, Coatings & Plastics
     - Computers, Software & Infotech
     - Consulting
     - Consumer Products & Services, Cosmetics
     - E-Commerce & Internet
     - Education, EdTech + MOOCs
     - Energy & Utilities
     - Engineering & Construction
     - Financial Services
     - Food & Beverage
     - Gaming & Leisure
     - Government
     - Healthcare & Biotechnology
     - Home & Personal Care
     - Hospitality
     - Internet & Digital Media
     - Insurance
     - IT, Software & Services
     - Legal Services
     - Manufacturing
     - Media & Entertainment
     - Medical
     - Military
     - Motorcycles & Scooters
     - NAICS
     - Nanotechnology
     - Nonprofit
     - Nuclear
     - Oil & Gas
     - Online & Digital
     - Outsourcing
     - Patents & Trademarks
     - Performance
     - Pharmaceuticals
     - Policies & Procedure
     - Ports
     - Print Media
     - Procurement
     - Publications
     - Real Estate
     - Retail
     - R&D
     - Research & Development
     - Software
     - Space
     - Strategies
     - Supply Chain
     - Telecommunications
     - Transportation
     - Travel & Tourism
     - Video Gaming
     - Virtual Reality
     - Water
PLUNKETT: EXPLORE “MARKET RESEARCH & TRENDS” AND “INDUSTRY ASSOCIATIONS”

Apparel, Textiles & Fashions Industry Research Center

Related Industries: Retailing, Outsourcing & Offshoring, Transportation

A major update of this data was completed on: May 04, 2018
Incremental updates are done on a regular basis and posted each Friday night.

- Market Research and Trends
  Analysis of major trends.

- Companies & Executives
  Search, view, and export company data and executive contacts.

- Industry Associations
  Search, view, and export lists of industry associations and professional societies.

- Statistics
  Extensive data on many facets of the industry.

- Build-A-Report™
  Create a custom industry summary in PDF format. Choose from trends, statistics, companies, and glossary terms.

- Glossary
  An industry-specific glossary.
PLUNKETT RESEARCH: EXPLORE TOPICS WITHIN “MARKET RESEARCH” SECTION
MINTEL: USE “CATEGORY OVERVIEW” FUNCTION TO LOCATE REPORTS ON YOUR INDUSTRY
MINTEL: EXAMINE CURRENT REPORTS AND ANALYST INSIGHT
MINTEL: INDUSTRY REPORTS PROVIDE INFORMATION ON KEY SUBJECTS

Overview

This report provides in-depth analysis and insight supported by a range of data. At the same time, introductory and top-level content is provided to give you an overview of the issues covered.
MERGENT INTELLECT: FIRST RESEARCH PROVIDES COMPREHENSIVE INDUSTRY RESEARCH

ADVANCED SEARCH
The Advanced search page lets you refine your search in various ways. You can drill down into your search to get as granular as you may need.

RESIDENTIAL SEARCH
Gain immediate access to contact information for over 210 million U.S. consumers. A valuable tool that features name, address, previous address...

JOB SEARCH
Database has over 20 million employers in the U.S., over 400,000 employers in Canada, and over one million employers in Mexico. Allows career seekers...

FIRST RESEARCH
First Research industry reports offer extensive industry research written from an objective business perspective to help you become a trusted industry advisor...

KEY BUSINESS RATIOS
Key Business Ratios on the Web (KBR) provides immediate online access to competitive benchmarking data in North America. This powerful tool lets...

DEMographics
Includes the latest census data by zip code, MSA or industry. Content includes income per household, average house value, population breakdown...
MERGENT INTELLECT *FIRST RESEARCH*: ENTER YOUR EMAIL ADDRESS BEFORE SEARCHING

**Access First Research**

Enter your email address to access First Research.

**Welcome to First Research**

Career Beam and First Research have partnered to deliver you critical knowledge tools that equip you with the targeted understanding needed to engage key prospects and deepen client relationships. First Research's knowledge tools (Industry Profiles, Call Prep Sheets, State & Province Profiles) are essential for call preparation, enhancing presentations, underwriting credit, and for quickly learning a company's key business issues. This site provides you with access to:

- Over 500 Industry Profiles covering 1000 industry segments
- Dynamic fresh *News & Social* content and daily alerts
- *Quarterly Industry Alerts* to stay abreast of changes in the industries that are most important to you. Sign up today!
- *Call Prep Sheets* to quickly prepare for sales calls when time is limited.
- *State Profiles* to monitor monthly employment, business and real estate trends in each of the 50 US states.
MERGENT INTELLECT FIRST RESEARCH: ENTER KEYWORDS OR BROWSE THE INDUSTRY LIST

1. Browse Industry Profiles

2. Search for Industry Intelligence to Open Doors and Close Deals

Browse Industry Profiles
- A thru F
- G thru L
- M thru R
- S thru Z

Industry Search
- Construction and Real Estate
- Government, Education, Recreation
- Finance and Insurance
- Retail
- Food and Agriculture
- Services
- Health Care
- Manufacturing
- Technology and Communications
- Transportation, Energy, Storage
- Wholesale
MERGENT INTELLECT FIRST RESEARCH: INDUSTRY INFORMATION IN NUMEROUS CATEGORIES

Choose from drop-down menu
ABI INFORM: USE “ADVANCED SEARCH” TO SEARCH PERIODICALS BY KEYWORD AND DATE
ABI INFORM: BEST WAYS TO SEARCH FOR ARTICLES

- Use quotation marks to search phrases; use OR, AND
- Limit to full text articles
- Narrow down publication date
- Use NAICS code(s)
ABI INFORM: “OTHER SEARCHES TO TRY” FEATURE CAN HELP FOCUS YOUR SEARCH

- Trends AND interior design
- Interior design
- Interior design AND architecture
- Interior design AND restaurants

- Interior design AND retail stores
- Interior design AND hotels & motels
- Interior design AND renovation & restoration
- Interior design AND houses
ABI INFORM: USE “PUBLICATIONS” TAB TO SEARCH FOR RELEVANT TRADE PUBLICATIONS
BUSINESS & CAREER CENTER WEBSITE

• Go to bklynlibrary.org/business and click on the “Small Business” tab

• Click the “Events Calendar” link under “Events and Classes” for other upcoming events.

• Check out the “Subject Guides” box for authoritative research guides such as “How to Research Your Competitors.”
RESEARCHING YOUR INDUSTRY
(BUSINESS & CAREER CENTER WEBSITE)
DIGITAL INDUSTRIES & E-COMMERCE

Web Resources

Entertainment Software Association  www.theesa.com
E-stats  www.census.gov/programs-surveys/e-stats.html
Mary Meeker’s Internet Trends  www.kpcb.com/internet-trends
Pew Research  www.pewinternet.org
DIGITAL INDUSTRIES & E-COMMERCE

BPL Learning Resources
Mergent Intellect
   Nonstore Retail Industry Profile in FirstSearch
Mintel
   E-Commerce “theme”
Plunkett
   E-Commerce and Internet Business Industry Research Center
   Games, Apps & Social Media Industry Research Center
Focus on a few major points:

* What is the size of market or per capita spending? Is the industry growing? Are there new developments or trends? What is the impact of industry regulations, operations, standards?*

Get data & ideas from overviews, industry reports, articles

Combine information to build a picture of your business
QUESTIONS?

Ask a Librarian (help with short questions via email) – www.bklynlibrary.org/ask-librarian

Book a Librarian (in-person, one-on-one help) – www.bklynlibrary.org/only-bpl/book-librarian