RESEARCHING YOUR COMPETITION

BUSINESS & CAREER CENTER

SUMMER 2018
YOUR COMPETITION

• Who is your competition?
  • Direct vs indirect competitors

• Why research your competitors?
  • Business plan
  • Determine market strategy
  • Locate your business
  • Benchmark financials
YOUR COMPETITION: RESEARCH TIPS

• Publicly-traded companies are easier to research than private companies.
• Researching your competition involves using both company and industry resources.
• Some companies are easier to research than others; be innovative and flexible
RESOURCES WE WILL COVER:
• NAICS and SIC
• ReferenceUSA
• Special Directories
• Mergent Intellect
• Business Insights
• Statista
• YELP
• Business &Career Center Website
ACCESS BROOKLYN PUBLIC LIBRARY’S E-RESOURCES

BPL subscribes to dozens of online databases. These databases contain information from trusted sources, including encyclopedias, newspaper and journal articles, research and reference works, and books. Search all of BPL’s electronic journal subscriptions by title and date range. Looking for reputable resources on specific topics? Browse our topical resource lists, curated by our librarians.
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. Select the BUSINESS tab and select a database. If you’re not sure which one, you can browse all.

3. You’ll be prompted to enter your 14-digit barcode on the back of your library card and your 4-digit PIN.
INDUSTRY CODES: NAICS AND SIC

Find your NAICS and SIC:

• https://www.census.gov/eos/www/naics/

• Reference USA
  • Search U.S. Businesses module > Quick Search > for a company that is similar to yours
REFERENCE USA

- The “U.S. Businesses” database contains millions of detailed company records. These records can be searched by geography, business type, and several other factors using the “Advanced Search” option.
- You can download or email up to 250 company records at a time as a CSV or Excel file, you can map target businesses, and you can also view comparison charts.
Mergent Intellect offers:

- Data on millions of public and private international companies
- Mergent Intellect is available remotely with your library card
- Select the Advanced Search module to search for your industry by keyword, NAICs, or SIC code. Remember to select “Add to Criteria” before limiting by location or other variables.
SPECIAL DIRECTORIES
BUSINESS INSIGHTS

• Market Share Reports:
These can give you an idea of who the major players in your industry are and what percentage of overall market is possessed by these major companies. These can be viewed by clicking “Market Share Reports” in the main page or under the industries drop-down options.

• SWOT Reports:
These reports, provided by Global Data, can show you the Strengths, Weaknesses, Opportunities, and Threats of major companies in your industry. These can be viewed by clicking “SWOT Reports” on the main page or under the companies drop-down options.
International statistics portal integrating data on over 80,000 topics, categorized into 21 market sectors

Some statistics and tables are available remotely

Premium statistics, dossiers (long reports), and downloading are available from the Central Library

Search by keyword or browse by tabs: Industries, Topics, Digital Markets, and Consumer Markets
• Conduct a keyword search using keywords about your business. From here, you can narrow the results further by redoing the search in the map or by clicking “All Filters” and using those options.

• Once you open a competitor’s Yelp page, you can find a lot of information about them. This information includes, pictures, menus, hours of operation, customer reviews, and keywords that customers used to find them.
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.”
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