MARKET RESEARCH
INDUSTRIES & COMPANIES

PRESENTED BY THE BUSINESS & CAREER CENTER
MARCH 2019
AGENDA

• Industry Research & Why It’s Important
  • NAICS/SIC Codes
  • Industry Reports & Statistics
    • Mergent/First Research, Plunkett, Mintel, and Statista
  • Trade Associations & Trade Shows
  • Trade Publications & Magazines

• Company Research & Why It’s Important
  • Company Databases/Directories
    • ReferenceUSA, Mergent Intellect, and Salesman’s Guides
  • News articles
    • WWD, Sourcing Journal, and ABI/INFORM
INDUSTRY RESEARCH & WHY IT’S IMPORTANT

- Identify trends in your industry and adjacent industries, such as retail, that will help guide your product or service strategy
- Find facts and figures on your industry for pitch decks and business plans when you are looking for funding
- Learn about the challenges in your industry, such as trade regulations and supply chain management
- Understand the financial side of your business by looking at industry benchmarks
RESEARCH TIP: KNOW YOUR NAICS (AND SIC)

Industry Codes — NAICS & SIC:
Developed as the standard for use by Federal statistical agencies in classifying business establishments for the collection, tabulation, presentation, and analysis of statistical data describing the U.S. economy. These codes are used by government, economic researchers and publishers.

NAICS & SIC Manuals in print or online:

www.census.gov/eos/www/naics
• Mergent Intellect is accessible remotely with your library card
• First Research Industry Profiles
  • Industry profiles consist of key statistics, and analysis on market and competitive landscape characteristics, operating conditions, business challenges, industry trends and opportunities, current and historical industry growth, and more
  • Find industry reports, for example: Apparel Manufacturing, Apparel Accessories Manufacturing, Women’s Clothing Manufacturing, Clothing Stores, Shoe Stores, and Retail Sector
MINTEL ACADEMIC

- Mintel is accessible only at Central Library
  - Full-length reports that contain market research, industry trends, product innovation, and consumer demographics for popular startup industries
  - Reports, for example: Activewear, Men’s and Women’s Underwear and Sleepwear, Handbags and Accessories
- Ways to search: Schedule or keyword search
- No printing or downloading
PLUNKETT

• Plunkett Research Online is accessible remotely with your library card
• See Apparel, Textiles & Fashions Industry Research Center to find industry trends, statistics, company data, and industry associations
• Build-a-Report and download PDF
Statista may be searched remotely but downloading “dossiers” and infographics is only available at Central Library.

Statista provides analysis of industry, company and consumer.

Select “Apparel Industry” to find statistics & facts about the U.S. Apparel market or “E-Commerce” for online-Shopping and E-Commerce worldwide statistics & facts.

You may also search by keyword for topics like “sports” to find the “Sports and Swimwear Consumer Market” and “fashion” to find the “Fashion e-Commerce in the United States” dossier and the “Luxury Fashion Consumer Market”.
TRADE ASSOCIATIONS

Associations educate their members, gather and disseminate information, set standards, and provide forums & events. For example:

• **AAFA**: American Apparel & Footwear Association is holding a webinar: Maximizing Your Online Brand Protection, among many other events

• **CFDA**: The Council of Fashion Designers of America, Inc. created an online Production Directory and Materials Index
TRADE SHOWS

Trade Shows are a great way to find and meet buyers or agents, network with other industry professionals, scout out competition, and attend training events.

Examples:

• **COTERIE**
• **Designers and Agents**
TRADE PUBLICATIONS & MAGAZINES

- **Business of Fashion (BoF)** – The Library is unable to subscribe to this resource, but they have a FREE membership that offers 5 articles a month. If you are a Fashion student, you can get a free premium membership.

- **BPL database Flipster** contains many digital scanned “glossy” magazines like Vogue, Marie Claire, and W Magazine. This is useful for looking at ads as well as editorial content.
  - Flipster is accessible remotely with your library card.
WWD & SOURCING JOURNAL

• WWD and Sourcing Journal are available at all BPL branch locations. *May be accessed by 3 simultaneous users. If you are denied access, please try back at another time.*
• Fashion and beauty business news and key trends from 1994 through today from WWD, “the fashion bible”
• Sister publication to WWD, Sourcing Journal covers the fashion production pipeline, concentrating on sourcing and manufacturing
COMPANY RESEARCH & WHY IT’S IMPORTANT

• Determine market strategy by learning what your competitors are doing and why; their strengths and weaknesses; locations, and their financials

• Construct lists of businesses, such as boutiques and larger retailers, and information about them for sales lead generation

• Construct lists of suppliers
ReferenceUSA

- ReferenceUSA is accessible remotely with your library card
- U.S. Businesses Database
  - Find information about a competitor, or create a list of competitors or suppliers based on geography and business type in the “Advanced Search”
SALESMAN’S GUIDES

• Print Directories with buyers’ names and, in some cases, contact information

• Women’s and Children’s Wear Buyers, 687.025 W
  • Find women's and children's wear buyers in North America, company profiles with contacts, titles, merchandise, sales volume, price points, number of stores and store type

• Mass Merchandisers & Off-Price Apparel Buyers, 381 M
  • Find mass merchandiser and off-price apparel buyers in North America, company profiles with contacts, titles, merchandise, sales volume, price points, number of stores, and store type.
MERGENT INTELLECT

• Mergent Intellect is accessible remotely with your library card

• Company Quick Search
  • Search for private and public US and global companies to find company details, executive names, and financials. Records for public companies will include detailed SEC filings

• Company Advanced Search
  • Create lists of companies by industry and location
ABI/INFORM

- ABI/INFORM is accessible remotely with your library card
- Find articles about industry trends or competitors from business newspapers (including Wall Street Journal), magazines, trade journals and other scholarly sources
- Use the Advanced Search to limit your search by date, publication or full-text
FORGET ANYTHING?

Don’t worry! This presentation and more useful resources can be found in the “Resources for Fashion Entrepreneurs Guide” in the “Subject Guides” box on this page:

https://www.bklynlibrary.org/business/small-business
Brooklyn Public Library is a premier resource for aspiring entrepreneurs and small business