Research Bootcamp 2018:
Business & Competitive Intelligence Research Session

Presented by: Joyline Makani, MLIS, MBA, PhD
Management & Economics Librarian
Dalhousie University Libraries
Business & Competitive Intelligence
Research Session Outline

- Introduction to Business Research Resources
- Pre-Activity: Industry Classification codes
- Activity #1: Competitive Intelligence
- Activity #2: Global and domestic industry/market trends
- Activity #3: Essential Sources for Business News
**Pre-Activity: Industry Classification codes**

- **NAICS codes** are used in many business databases to group articles and data on similar industries and companies in order to facilitate the easy collection, tabulation, presentation and analysis of financial statistics and related data.

- **The Activity:**
  - Pick an industry
  - Go to [https://bit.ly/2k0cEQ8](https://bit.ly/2k0cEQ8)
  - Identify industry name and NAICS code

- **What Can You Find With a NAICS Code?**
  - search in Google using part or all of your NAICS code, e.g.,
  
  NAICS 312120 “market share”
<table>
<thead>
<tr>
<th>Discussion Question(S):</th>
<th>Recommended Databases</th>
<th>Recommended Search Approach</th>
</tr>
</thead>
<tbody>
<tr>
<td>How can one quickly create a list of companies by industry, location, exchange, and/or size?</td>
<td><strong>Mergent Online</strong></td>
<td>To generate a list of companies within an industry/country/index/exchange.</td>
</tr>
<tr>
<td>Who are the key competitors?</td>
<td></td>
<td>• Use the “Classification Search - Select one of the criteria” on the left hand panel</td>
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<tr>
<td>Where do I find comparative financial ratios of public companies in an industry?</td>
<td><strong>ThomsonOne</strong></td>
<td>To locate Company data &amp; information:</td>
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<td><strong>Example</strong>: List of competitors, competitors’ financials, market share, product differences, brand identity, industry growth, etc.</td>
<td></td>
<td>• Enter the ticker symbol or company name</td>
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<td>• Adjust the date range for reports</td>
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<td>• Click on <strong>Research</strong> to locate analyst reports</td>
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<tr>
<td></td>
<td></td>
<td>• Click on <strong>Fundamentals</strong> to locate comparable competitor data</td>
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<td></td>
<td>• Click on <strong>Filings</strong> to access company filings (including most recent annual reports)</td>
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<tr>
<td></td>
<td><strong>NOTE</strong> – ThomsonOne only works in Internet Explorer</td>
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<td></td>
<td><strong>Additional Databases</strong>: MarketLine Advantage (in-depth company profiles including SWOT analysis, list of major competitors &amp; additional tools for Company Financial Analysis), Factiva, (use the Company/Markets Search function to access pertinent information about a company and its competitors), LEXIS/NEXIS, CBCA complete, Business Source Complete &amp; ABI Inform Global</td>
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**Discussion Question(S):**

- What is the industry's strength and potential growth like?
- What are the important environmental trends or current conditions affecting the industry?
- What threats do new companies face in entering your industry?
- Where can I find statistical sources for industry and country research?
- Where can I find aggregate data on specific industries or market?

**Recommended Databases**

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<tr>
<td>MarketLine Advantage</td>
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<tr>
<td>ThomsonOne (highly recommended for portfolio lists)</td>
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<tr>
<td>Economist Intelligence Unit (EIU)</td>
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**Recommended Search Approach**

- **MarketLine Advantage**
  - Select **Industry Profile** from the drop-down menu to refine your entry point according to the specific industry you need.
  - Click on **Databases**, then **Market Data Analytics** to access comprehensive market data.
  - Click on **Databases**, then **Country Statistics** to access macroeconomic and industry drivers for over 200 countries.
  - Click on **Databases**, then **City Statistics** to access and compare the world’s most important cities data.

- **ThomsonOne**
  - To locate INDUSTRY/GEOGRAPHY analyst reports using keywords:
    - Click on **Screening & Analysis**, then on **Research**
    - Enter key terms and/or select Industry, Geography, Analyst, etc.

- **Economist Intelligence Unit (EIU)**
  - Access to economic indicators and forecasts providing data series on economic structure, external debt service, external trade, trends in foreign trade, and quarterly indicators.
  - From the Data menu click on the Data Tool and select All Viewswire in Step 1.

**Additional Databases:** Factiva, LEXIS/NEXIS, CBCA complete, Business Source Complete & ABI Inform Global.
## Activity #3: Essential Sources for Business News

### Discussion Question(S):

1. What happened today, yesterday, last week, etc., that might affect my company. My competitors and/or might impact future industry/market trends?
2. Where do I find current news about a company or industry?
3. What are the best sources for trade publications?

### Recommended Databases

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<tr>
<td><strong>Factiva</strong></td>
<td>(Best for current events and news. Includes content in 22 languages)</td>
</tr>
<tr>
<td><strong>LEXIS/NEXIS</strong></td>
<td>(Best for legal and government sources.)</td>
</tr>
</tbody>
</table>

- Search by company name or use the **Companies/Markets** search tab at the top of the screen.

- **LEXIS/NEXIS** provides access to newspapers, magazines, transcripts, business and legal information. News and business coverage encompasses newspapers, periodicals, television and radio broadcasts, newswires, blogs, corporate directories, and financial information.

### Additional Databases:

- CBCA complete, Business Source Complete & ABI Inform Global
thank you