



Resources for Industry Analysis

This guide provides information and resources for conducting an industry analysis.

Utilizing any industry evaluation model, including Porter's Five Forces, requires input of data, statistics, previously published analysis and the knowledge of industry insiders. But how do you go about finding quality, relevant information for your analysis? One method is to follow the steps and utilize the resources mentioned below. A complete analysis requires a variety of sources and types of information.

Purchased & Licensed Resources (Library Materials)

Published reports, data, and documents are a first step to understanding an industry. Not all published reports are available on the open Web. In fact, most reports and data are hidden in databases, behind firewalls, and are available only by subscription or fee. The Walker Management Library has purchased and licensed an extensive collection of first-rate databases. Use these resources to locate published industry studies, analyst reports, news and trade articles, company profiles, industry ratios, market research, financial, demographic and other statistical data.

Free Websites

Searching the internet is quick and easy, and a great source for relevant, quality information. Caveat emptor: evaluate the resources you use.

Here are some guidelines to assess Internet resources, such as personal Web pages, blogs and Wikipedia:

Currency - Is the information current? Is it updated regularly?

Reliability - Is the source reputable? Is it accurate?

Authority - Who created the information? Why?

Purpose/Point of View - Is there a balance of perspectives? Is the information biased?

Primary Research (Your Personal Network)

Reach out to industry experts: journalists that cover your industry, financial analysts, industry associations and academics. If you don't know insiders in your network, identify them through publications, industry associations, and trade meetings.

Additional Help

Contact the Walker Management Library staff at asklibrarians@owen.vanderbilt.edu for assistance in utilizing the resources in this guide. Also, try our [Quick Tutorials](#) and [Research Guides](#).

This information is also available here: http://libguides.owen.vanderbilt.edu/strategy_research

Industry Overviews

These prepared reports give overview information and industry analysis. Reports can be written by independent firms, consultants, industry experts, or investment services.

Purchased & Licensed Resources

General

[Business Source Premier](#)

Click on INDUSTRY PROFILES

[Factiva](#)

Use the SOURCE option to locate *Mergent Industry Reports*

Then use the INDUSTRY option, to choose your sector

Choose your DATES

Then SEARCH

[First Research](#)

[MarketLine](#) (Datamonitor Reports)

[OneSource](#)

[S&P NetAdvantage](#)

Industry-Specific

[Automotive News Market Data Book](#)

[eMarketer](#)

[FAITS: Faulkner's Advisory for IT Studies](#)

[Forrester](#)

[Frost & Sullivan](#)

[Gartner](#)

[SBRnet: Sports Business Research Network](#)

Free Websites

[Alacra Industry Spotlights](#)

[US Census Data by Industry](#)

[US Bureau of Labor Statistics](#)

[US Bureau of Economic Analysis](#)

[Valuation Resources](#)

Trade Associations & Industry Conferences

Use these databases to find the names of trade and industry associations who may produce their own industry reports, data and statistics. Going directly to the organization's website may give you free industry data or an expert you can contact.

Purchased & Licensed Resources

[CareerSearch](#)

Click on the link for BUSINESS INFORMATION SOURCES and follow the menus.

Free Websites

[AllConferences.com](#)

[Associations Online Directory](#)

[Encyclopedia of Associations](#)

[Confabb](#)

[First Research](#)

Within an industry profile, select LINKS & ACRONYMS

[Google List of Top Associations](#)

[S&P NetAdvantage](#)

At the end of each INDUSTRY SURVEY are *Industry References*

Industry Benchmarks & Ratios

Industry Ratios provide analysis of diverse financial data for an industry. They can be used to compare a company against its peers.

Purchased & Licensed Resources

Free Websites

[First Research](#)

Within an industry profile, select FINANCIAL INFORMATION

[BizStats](#)

Books

[Morningstar Cost of Capital Resources Center](#)

Choose INDUSTRY ANALYSIS

Title: Almanac of Business and Industrial Financial Ratios
Call # Reference HF5681 .R25 T68

[OneSource](#)

Under the COMPANIES tab, choose ADVANCED FINANCIAL ANALYSIS

Title: Industry Norms & Ratios by Dun & Bradstreet.
Call # Reference HF5681.R25 I53

Company Information

Information about a company can range from detailed corporate profiles to late breaking news. Locating information on public companies is easier than locating information on private companies. Larger private company information is easier to find than smaller.

Purchased & Licensed Resources

Free Websites

[Business Source Premier](#)

see

[Tutorial: SWOT Analysis Reports](#)

[Tutorial: Business Source Premier](#)

[Factiva](#)

see

[Tutorial: Factiva](#)

[Hoover's](#)

[International Directory of Company Histories](#)

[LexisNexis - Company Dossier](#)

[Mergent Online](#)

[OneSource](#)

[S&P NetAdvantage](#)

Investment & Analyst Reports

Reports that are created by analysts from investment companies containing expert industry & company information.

Purchased & Licensed Resources

[LexisNexis - Company Dossier](#)

[OneSource](#)

[Thomson ONE Banker](#)

Use Internet Explorer
SEARCH company ticker or
Choose JUMP TO RESEARCH for
Industry Reports

Financial Data & Analytical Tools

These databases will allow you to download data, such as financial performance, for analysis and manipulation. Some aggregate financial and others provide industry metrics.

Purchased & Licensed Resources

[Bloomberg \(in Library only\)](#)

[Compustat](#)

[DataStream Advanced \(in Library only\)](#)

[Mergent Online](#)

[OneSource](#)

[S&P NetAdvantage](#)

Free Websites

[Bank for International Settlements](#)

[World Federation of Exchanges](#)

[Yahoo! Finance](#)

Corporate Reports & SEC Filings

Security and Exchange Commission filings and annual reports often contain senior management views on strategy as well as how the management teams position a company within an industry.

Purchased & Licensed Resources

[LexisNexis - Company Dossier](#)

[LivEdgar](#)

[Mergent Online](#)

[Morningstar Document Research](#)

[OneSource](#)

Free Websites

[AnnualReports.com](#)

[Stock & Commodity Exchanges](#)

[EDGAR](#) (SEC databases)

Corporate Earnings & Call Transcripts

Transcripts of earnings calls between analysts & senior management can contain valuable information on significant company events & news.

Purchased & Licensed Resources

LexisNexis Business - Academic

Go to the GENERAL tab
Add a Company Name to the Search Terms
For SOURCE, select FD (Fair Disclosure)
Wire
Then SEARCH

Factiva

Use the COMPANY option to select your
Company Name
Use the SUBJECT option to choose
TRANSCRIPT
Choose your DATES
Then SEARCH

Thomson ONE Banker

Do a company search, then choose: NEWS,
EVENTS & TRANSCRIPTS

Free Websites

123jump.com

SeekingAlpha.com

Try the Investor Section of any
publicly traded company Web site.

Finding Competitors

Databases are quick places to find competitor lists. Other ways to identify competitors are through articles, market research reports, 10Ks, annual and analyst reports.

Purchased & Licensed Resources

D & B Million Dollar Database

Hoover's

OneSource

News & Trade Press Articles

Article searches are important for locating current news, hot topics, trends, and developments.

Purchased & Licensed Resources

Business & Industry

Business Source Premier

Factiva

General BusinessFile

LexisNexis Business - News

ProQuest

Free Websites

Google Scholar

TradePub.com

Yahoo! Business Trade Magazines

Market Research Reports

These reports tend to be on a specific industry topic and can include a wide range of information from key players, trends, customers, etc. They are generally very expensive to buy individually.

Purchased & Licensed Resources

Free Websites

General

[MarketResearch.com \(Academic\)](#)

[Business.gov](#)

[Mintel Reports](#)

Requires individual registration

[Tutorial: Market Research Data](#)

[OneSource](#)

[Tutorial: Market Research Reports](#)

Industry-Specific

[Business Insights](#)

[e-Marketer](#)

[FAITS: Faulkner's Advisory for IT Studies](#)

[Frost & Sullivan](#)

[Forrester](#)

[Gartner](#)

[SBRnet: Sports Business Research Network](#)

Market Size & Share

These databases have easy access to this information. If what you need is not found here, then look at the Investment & Analyst Reports and the Market Research Reports.

Purchased & Licensed Resources

[Business Source Premier](#)

In the first search box, enter the phrase Market Share, then using the box to the right select SUBJECT TERM. In the second search line, enter the Company Name (Limit to COMPANY) or the Industry Name (Limit to SUBJECT) then search.

[Factiva](#)

Use the SUBJECT option to choose Market Share and then proceed with your search.

[TableBase](#)

Click on ADVANCED Search. Then under CONCEPT TERM choose *Market Share* and *Market Size* and proceed with your search.

Consumer & Demographic Data

Demographic and consumer statistical data can be used to better understand a market. Add an industry code or use a company name to narrow your search.

Purchased & Licensed Resources

[DemographicsNow](#)

[EIU: Economist Intelligence Unit](#)

[GMID: Global Market Information Database](#)

[Local Market Lifestyle Analyst](#)

[MarketResearch.com](#)

[Mintel Reports](#)

Requires individual registration

[Social Explorer](#)

[TableBase](#)

Click on ADVANCED Search. Choose items from the CONCEPT TERMS. Add an industry code or use a company name to complete your search.

Select Industry-Specific Databases

[e-Marketer](#)

[Forrester](#)

Free Websites

[American FactFinder](#)

[US Statistical Abstract](#)

Country Data

For international industries and markets, it is important to incorporate country specific data into an industry analysis.

Purchased & Licensed Resources

[EIU: Economist Intelligence Unit](#)

[GMID: Global Market Information Database](#)

[Global Insight Advanced Country Analysis and Forecast](#)

[Going Global](#)

[SourceOECD](#)

[UniWorld](#)

Free Websites

[Europages](#)

[EuroStat](#)

[International Economic Statistics by the St. Louis Federal Reserve Bank](#)

[NationMaster World Statistics](#)

[Thomas Global Company Directory](#)

[US Statistical Abstract](#)

Regulatory Agencies

Many industries have government regulation; most government agencies provide reports and information on those regulated activities.

Purchased & Licensed Resources

LexisNexis - Company Dossier

In a company profile click on LEGAL for recent court cases. This is not a complete list.

Factiva

Under the SUBJECT option, choose the word Regulatory and choose the agencies of interest. Also use the COMPANY and /or INDUSTRY options. Choose your DATES Then SEARCH

Free Websites

Business.gov

Google US Government Search

US Government Publications Search

Not all databases are intuitive to use and it can be confusing when databases provide differing information or data. Please don't hesitate to ask the Walker Management Library staff for assistance in using these resources, or with any of your information needs. Email asklibrarians@owen.vanderbilt.edu , or stop by.