Your Go-To Sources for Commercial Research
Agenda

• Why Research?

• The Search Process

• Hands-On Search

• Feedback
Why Research Industries?

• Understanding – Get the macro view of an industry, the overall trends and major events that shape it.

• Viability – Is it realistic to enter a particular market? What are the possible risks and rewards for particular industries (and in particular countries)?

• Context – What are the benchmarks for performance, revenue and other factors for an industry? (E.g. mobile phone market value is $950m, but home insecticides only $20m). Who are the major companies holding the most market share?
Why research companies?

• Comprehensive Information – Company websites are easy sources of information but the sites usually do not provide comprehensive or unbiased coverage of the companies.

• Convenience – locate data for several companies at the same time from one database, rather than using a search engine to find one company at a time.

• Analysis – Make use of reputable third parties that analyse trends and forecasts of companies to enhance your research on and understanding of the companies.
Data: Macro to Micro

- **Country**
  - Statistics: Demographics, GDP, Wages etc...
  - Analyses: Economic, Social, Political, Legal etc...

- **Industry**
  - Statistics: Industry size, Brand & Market Shares etc...
  - Analyses: Trends, Highlights, SWOT etc...

- **Company**
  - Statistics: Financial data, Company size etc...
  - Analyses: SWOT, News, 3rd Party reports etc...
Industry Databases

- **BMI Research** - Provides daily views, reports and strategic content, data and forecasts on various industries. Also includes a small collection of in-house statistical data (BMI Databases).

- **Business Source Premier** - Provides journal articles, magazine articles and case studies. It also has industry reports, country reports and risk reports of various countries.

- **Frost & Sullivan** - Has market research on various technical and technology industries. Also provides market drivers and restraints, as well as possible market opportunities.

- **Gartner** - Unique in that it gives the Hype Cycle of a technology or subject, and pinpoints where each type of technology falls on that cycle. Also has analysis of major IT vendors.

- **Passport** - Provides statistics, analysis, reports, surveys and breaking news on consumer product industries, some services, F&B packaging and ingredients. Also contains data and analysis on consumer lifestyles, population trends, and socioeconomic analysis for several countries.
Industry Research (Cont’d)

A lot to take in?
Don’t panic, you can read about the databases at your leisure with this handout:

bit.ly/biz_db2017

More information on relevant library resources can also be found here:

http://libguides.nus.edu.sg
## Company Databases

<table>
<thead>
<tr>
<th>Business Source Premier</th>
<th>D&amp;B Business Browser</th>
<th>Orbis</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Company Profiles</td>
<td>• Financials &amp; Some Industry reports</td>
<td>• Financials (10yrs)</td>
</tr>
<tr>
<td>• SWOT Analyses</td>
<td>• Global Coverage</td>
<td>• Both Listed and Private Company Data</td>
</tr>
<tr>
<td>• USA-centric</td>
<td>• Corporate Family Tree</td>
<td>• Global Coverage</td>
</tr>
</tbody>
</table>
Fill In the Gaps: News

Factiva

- Company Snapshots and Reports
- Current and Breaking News
- Archived Newspaper and Magazine Articles
- Global and in Multiple Languages
Search Process

The information search process is a reiterative one; from initial results, you can find new keywords, broaden or narrow your search, and select new information sources.
Hands-On Search

Go to www.lib.nus.edu.sg to access the NUS Libraries Portal
YOUR FEEDBACK IS GREATLY APPRECIATED

j.mp/RU-Feedback