Companies and Industries

- Industries are made up of companies
- Find out who is in the industry
- Learn more about these companies and a picture of the industry will emerge

- We use the same sources for both Industry and Company research – they build on each other
Industry Studies

- **Standard & Poor’s NetAdvantage**
  - See ‘Industry Surveys’ under ‘Quick Links’

- **EIU Industry Briefing**
  - key global industries by country

- **Gartner Research**
  - IT, communications and technology research
Trade Associations

- are organizations of companies and people in the industry
- find them by web searching or see the directories at Stauffer’s Info Desk
- useful for membership lists, statistics, press releases, industry trends
- indicate how the industry is organizing itself
Data & Statistics

Maps, Data & Government Information Centre (MADGIC)

library.queensu.ca/webdoc/

geospatial, statistical and government information

includes Statistics Canada, Census, Industry Canada, the OECD, European Union, IMF, World Bank, UN . . .

Never pay for stats – check with the library first!
Company Information

- Look for a company’s website
- If a public company:
  - Annual reports and 10K reports
  - Transcripts of analyst’s conference calls
  - Generally are more articles and news stories than about private companies
Business Databases

- company news, products, numbers
- Trade magazine articles and academic research
- Newspaper articles
- Reports and research
Search ‘Key’ Words

- List some words & phrases that describe the technology or product or industry
- Think of synonyms, variant spellings, more general or more specific phrases, tech or consumer terms
- Use these ‘key’ words and phrases to search in the databases
- Search company names
Databases at Queen’s

- ABI/Inform - Global industry and company news and trade publications
- Business Source Complete - Company, market, industry news and articles
- CBCA and Canadian Newsstand - Canadian business news
- Factiva - international business and industry news, see Companies/Markets at top
Databases at Queen’s (cont’d)

- **FP Advisor** - Canadian company profiles and industry reports
- **Gartner Research** – IT, communications and technology market research, see their technology "hype cycles"
- **Hoover's Company Records** - Company profiles, lists of competitors
- **Standard & Poor’s NetAdvantage** - See 'Industry Surveys' under the "Quick Links"
Where are they?

- Online, from the ‘Market and Industry Analysis’ section of the Technology Commercialization Tool (Eng/Sci Library Course Guides)

- Library website [library.queensu.ca](library.queensu.ca) ‘Research by Subject’ > Business or ‘Databases’
Web Proxy

Connect From Off-Campus

Connect to Queen's resources from off-campus, including:

- Most online journals & ebooks
- Most library databases (Scholars Portal, Web of Science, Ovid, EBSCOhost, ProQuest, etc.)
- Google Scholar
- Exambank & Law Exams

Forgot your password? Don’t have a NetID yet? Visit the NetID Profile Manager.

Web proxy off-campus access is restricted to current Queen’s students, Queen’s faculty members, and Queen’s staff.

- About Queen’s Off-Campus Access
  How to use the off-campus web proxy service
- Report a Problem
  Experiencing problems with off-campus access? Send us a message.
- Off-Campus Link Creator
  Create off-campus-enabled URLs to specific Queen's-only resources
Business

Articles
Books
News
Companies
Financial Markets
The Economy
Industries
Country Information
Dictionaries & Biographies
Case Studies
Commodities
FAQ's
Historical
Marketing
Ratios
Writing Proposals/Plans
Theses
Websites

Photo: John Griffiths, via Flickr (CC license)
Research Process

- Interative process – a spiral staircase
- Bits of information start to add up to a coherent whole - it does all come together!
Industry Analysis Checklist

- Who are the companies in the industry, the competitors and their strategies

- Growth – is it profitable?, new companies entering the sector, M&A activity, dollar value of the industry/market, forecasts of growth
... Checklist

- Products/services – describe core products or technologies, new developments?

- Are there industry sub-sectors, different market segments?
... Checklist

- Buyers
  - consumers, other companies in a supply chain
  - physical product, licensed technology or ..

- Complimentary and substitute products
  - are there any substitutes?
  - similar/complimentary products or technologies
Political and legal environment
- Different regulations for some industries in Canada, the U.S. and Europe ie. telecommunications, energy

Common technologies
- are there industry standards, platforms
- manufacturing processes, outsourcing?
☐ Innovation
  - how much R&D
  - new product announcements
  - tech breakthroughs
  - cost reductions

☐ Sustainability
  - Use of energy, materials, industrial waste, byproducts
Contact

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Presentation available:

Course website
Business Subject Guide
library.queensu.ca
Eng/Sci Library Course Guides