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# CHEE 310

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## Industry Analysis October 2010

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# Companies and Industries

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- ❑ 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
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# Industry Studies

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- [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
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# Trade Associations

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- ❑ 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
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# Data & Statistics

## Maps, Data & Government Information Centre (MADGIC)

[library.queensu.ca/webdoc/](http://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

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- 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
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# Business Databases

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

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- ❑ 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
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# Databases at Queen's

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- ❑ [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
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# Databases at Queen's (cont'd)

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- ❑ [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"
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# Where are they?

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- Online, from the '[Market and Industry Analysis](#)' section of the **Technology Commercialization Tool** (Eng/Sci Library Course Guides)
  - Library website [library.queensu.ca](http://library.queensu.ca) '**Research by Subject**' > **Business** or '**Databases**'
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Summon

QCAT Catalogue

Databases

Journals A-Z

Library Website

Search Summon (BETA) for [articles](#), [books](#), media & more:

Search

[Advanced Search »](#)[What is Summon?](#) | [Send Feedback](#)[Course Reserves & Exams](#)[RefWorks](#)[RACER \(Interlibrary Loan\)](#)

## Research by Subject

Specialized and recommended research tools.

### Formats

[Social Sciences](#)[Arts & Humanities](#)[Engineering & Science](#)[Health Sciences](#)[Education](#)[Law](#)[Other](#)[All Subjects A-Z](#)[Articles](#)[Books & E-Books](#)[Book Reviews](#)[Dictionaries & Thesauri](#)[Government Information](#)[Images](#)[Journals](#)[Legal Information](#)[Maps & Geospatial Data](#)[Microfilm](#)[Music](#)[Newspapers](#)[Patents](#)[Primary Sources](#)[Rare Books](#)[Standards & Codes](#)[Statistics & Data Sets](#)[Technical Reports](#)[Theses & Dissertations](#)

## the Robertson Davies Collection

On display in Jordan Library  
September 8 - October 6, 2010

[Selections from the Private Library of Robertson Davies](#)
[Davies](#) - now on display


## Library News

- [Software Freedom Day - Free Software Installed on Two Library Computers Until Sept 20th](#)  
*(posted on 2010-09-14)*
- [Stauffer Library Fall Newsletter](#) *(posted on 2010-09-09)*
- [Selections from the Private Library of Robertson Davies: A Special Collections Exhibition](#)  
*(posted on 2010-09-08)*

[New Databases](#) | [New Books](#) | [Library News](#)


## Web Proxy

### Connect From Off-Campus

NetID:

Password:

[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**

- [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

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.*

# library.queensu.ca

[Summon](#) [QCAT Catalogue](#) [Databases](#) [Journals A-Z](#) [Library Website](#)

Search **Summon (BETA)** for [articles](#), [books](#), media & more:

[Advanced Search »](#) [What is Summon?](#) | [Send Feedback](#)

 [Course Reserves & Exams](#)

 [RefWorks](#)

 [RACER \(Interlibrary Loan\)](#)

## [Research by Subject](#)

Specialized and recommended research tools.

<a href="#">Formats</a>	<a href="#">Aboriginal Studies</a>	<a href="#">Jewish Studies</a>
<a href="#">Social Sciences</a>	<a href="#">Asian Studies</a>	<a href="#">Kinesiology and Health Studies</a>
<a href="#">Arts &amp; Humanities</a>	<a href="#">Business</a>	<a href="#">Latin American Studies</a>
<a href="#">Engineering &amp; Science</a>	<a href="#">Canadian Studies</a>	<a href="#">Middle East and Islamic Studies</a>
<a href="#">Health Sciences</a>	<a href="#">Communications and Mass Media</a>	<a href="#">Multidisciplinary</a>
<a href="#">Education</a>	<a href="#">Cultural Studies</a>	<a href="#">Political Studies</a>
<a href="#">Law</a>	<a href="#">Economics</a>	<a href="#">Psychology</a>
<a href="#">Other</a>	<a href="#">Gender Studies</a>	<a href="#">Public Administration</a>
<a href="#">All Subjects A-Z</a>	<a href="#">Geography</a>	<a href="#">Religious Studies</a>
	<a href="#">Global Development Studies</a>	<a href="#">Sociology</a>
	<a href="#">Government Information</a>	<a href="#">Theology</a>
	<a href="#">History</a>	<a href="#">Urban and Regional Planning</a>

## Business

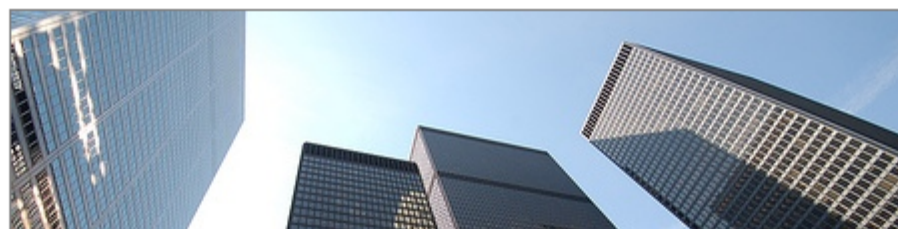


Photo: [John Griffiths, via Flickr \(CC license\)](#)

### COURSE GUIDES

CHEE 310: Fundamentals of Engineering Innovation and Entrepreneurship

COMM 405: Management of New Enterprise

QMBA: Career Resources

### RELATED GUIDES

Industrial Relations

### RELATED LINKS

School of Business

Collection development info for 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**

### HELP

Ask a Question:



How-To Guides

Introduction to Research

### LIBRARIAN

Constance Adamson

### LIBRARY

Stauffer Library

Floor Plans

All Campus Libraries

[Entire guide on single page](#)

# Research Process

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

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- 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
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# ... Checklist

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- Products/services – describe core products or technologies, new developments?
  - Are there industry sub-sectors, different market segments?
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# ... Checklist

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## 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
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## □ 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?
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## □ Innovation

- how much R&D
- new product announcements
- tech breakthroughs
- cost reductions

## □ Sustainability

- Use of energy, materials, industrial waste, byproducts
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# Contact

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Presentation available:

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**Course website**

**Business Subject Guide**

**library.queensu.ca**

**Eng/Sci Library Course Guides**

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