Finding Marketing Information for COMM 2MA3

Ines Perkovic
Business Librarian

Innis Library
(Business)
KTH-108

Winter 2017
During this session, you will learn ...

- How to find and use **industry codes**
- Identify companies and **competitors** in your industry
- How to find **company information**
- How to track down **market share** data
- How to find **industry info**
- **Cite** all the stuff you find
- Get more **help**!
What is an Industry Classification Code?

• a hierarchical numbering scheme used to classify and organize industries

• assigned to companies engaged in the same activity (regardless of size or type of ownership)
Hierarchical Arrangement
The longer the code number, the more specific the industry

- 31 Manufacturing [sector]
- 311 Food Manufacturing [subsector]
- 3113 Sugar and Confectionary Product Manufacturing [industry group]
- 31134 Non-Chocolate Confectionary Manufacturing [industry]
- 311340 Non-Chocolate Confectionary Manufacturing [national industry]
311340  Non-Chocolate Confectionary Manufacturing

This Canadian industry comprises establishments primarily engaged in manufacturing non-chocolate confectionary.

Example(s):
- candy (except chocolate), manufacturing
- chewing gum, manufacturing
- marshmallows, manufacturing ...

Exclusion(s):
- roasting, salting, drying, cooking or canning nuts and seeds (see 311910 Snack food manufacturing)...
Codes Apply to All Types of Companies

5942 Retail Books

This industry includes both major companies like Indigo as well as local independent booksellers - because both entities are engaged in the same activity.
Who Creates the Codes?

- Created by government statistical agencies
- No central agency assigns the codes to companies
Who Uses Industry Classification Codes?

• Government Policy Analysts
• Academics & Researchers
• Businesses
  – To identify competitors
  – To identify B2B targets
Why are the Codes Created?

• To **overcome language barriers** (use numbers instead of words)
• To provide **precise and official industry names** and descriptions
• To **gather and collate information** on industries
• To identify **key competitors**
TWO Most Common Industry Codes Used in Canada

- **SIC (Standard Industry Classification)**
  - Usually produced by and for a single country
  - Codes are only 4 digits long - not much detail
  - Poor coverage of new technology
  - No longer updated

- **NAICS (North American Industry Classification System)**
  - Jointly produced by Canada, U.S. and Mexico
  - Codes 6 digits long instead of 4 – more detail
  - Much better coverage of new technology
  - Updated every 5 years
Everyone must be using NAICS by now...right?

**Reality:**

- Some of the biggest names in competitive intelligence continue to use the old SIC codes.
- Costs too much money to switch research databases over to newer code.
Bottom Line for COMM 2MA3 Students

- Must include **both** the *Canadian SIC* and *NAICS* codes in your reports

- Must find the relevant *Canadian 4-digit SIC* and *6-digit NAICS* codes for your industry
How to find a Canadian SIC Code?

- One **PRINT** copy of the **1986 Canadian SIC manual** available in **Reference** at Innis Library – NOT AVAILABLE ONLINE

- Use the **4 digit SIC code & description** from this manual only

- Use the index at the back of the manual (**manufacturing** or **non-manufacturing**) to locate your code and description
Example: Canadian SIC Manual

Step 1:
Look in the correct index at the back of the manual
(manufacturing or non-manufacturing)

2082: Beer (alcoholic beverage)
Step 2:
Look up the SIC code in the manual to get the definition & description of the industry

Example: Canadian SIC Manual

2082 Manufacturing-Malt Beverages

Establishments bottling purchased malt beverages are classified in Industry 5181.

0001 Manufactures ale
0002 Manufactures beer
0003 Operates brewery
0004 Manufactures brewers’ grain
0005 Manufactures liquors, malt(0006)
0006 Manufactures malt extract, liquors, and sirups

0007 Manufactures near beer
0008 Manufactures porter
0009 Manufactures stout
010 Manufactures extract, malt(0006)
0012 Manufactures sirups, malt(0006)
Canadian NAICS Code

- Revised every 5 years:
  - 2017 NAICS IS the most recent edition

- Use the **6 digit NAICS code & description** from the 2017 manual for your report.
Finding a Canadian NAICS Code

• **ONLINE** version ([HTML or PDF](http://www.statcan.gc.ca/eng/subjects/standard/naics/2017/index)) of 2017 NAICS available through Statistics Canada:


  – *Browse* industries or *search* for keywords to locate your industry code & description.

A **PRINTED** copy of the 2017 NAICS manual (PDF) is available in Reference at Innis Library.

  · Use the index at the back of the manual to find your industry code & description.
**Example: NAICS Canada Online**

*HTML version via Statistics Canada*

**Step 1:** Browse the classification structure for your industry.

**NOTE:** Searching not currently supported.

### North American Industry Classification System (NAICS) Canada 2017

<table>
<thead>
<tr>
<th>Code</th>
<th>Sector</th>
</tr>
</thead>
<tbody>
<tr>
<td>11</td>
<td>Agriculture, forestry, fishing and hunting</td>
</tr>
<tr>
<td>21</td>
<td>Mining, quarrying, and oil and gas extraction</td>
</tr>
<tr>
<td>22</td>
<td>Utilities</td>
</tr>
<tr>
<td>23</td>
<td>Construction</td>
</tr>
<tr>
<td>31-33</td>
<td>Manufacturing</td>
</tr>
<tr>
<td>41</td>
<td>Wholesale trade</td>
</tr>
<tr>
<td>44-45</td>
<td>Retail trade</td>
</tr>
<tr>
<td>48-49</td>
<td>Transportation and warehousing</td>
</tr>
<tr>
<td>51</td>
<td>Information and cultural industries</td>
</tr>
<tr>
<td>52</td>
<td>Finance and insurance</td>
</tr>
<tr>
<td>53</td>
<td>Real estate and rental and leasing</td>
</tr>
<tr>
<td>54</td>
<td>Professional, scientific and technical services</td>
</tr>
<tr>
<td>55</td>
<td>Management of companies and enterprises</td>
</tr>
<tr>
<td>56</td>
<td>Administrative and support, waste management and remediation services</td>
</tr>
<tr>
<td>61</td>
<td>Educational services</td>
</tr>
<tr>
<td>62</td>
<td>Health care and social assistance</td>
</tr>
<tr>
<td>71</td>
<td>Arts, entertainment and recreation</td>
</tr>
<tr>
<td>72</td>
<td>Accommodation and food services</td>
</tr>
<tr>
<td>81</td>
<td>Other services (except public administration)</td>
</tr>
<tr>
<td>91</td>
<td>Public administration</td>
</tr>
</tbody>
</table>
Step 2:
Drill down the structure until you find a relevant entry

<table>
<thead>
<tr>
<th>Code</th>
<th>Subsector</th>
</tr>
</thead>
<tbody>
<tr>
<td>311</td>
<td>Food manufacturing</td>
</tr>
<tr>
<td>312</td>
<td>Beverage and tobacco product manufacturing</td>
</tr>
<tr>
<td>313</td>
<td>Textile mills</td>
</tr>
<tr>
<td>314</td>
<td>Textile product mills</td>
</tr>
<tr>
<td>315</td>
<td>Clothing manufacturing</td>
</tr>
<tr>
<td>316</td>
<td>Leather and allied product manuf</td>
</tr>
<tr>
<td>317</td>
<td>Leather and allied product manuf</td>
</tr>
<tr>
<td>321</td>
<td>Wood product manufacturing</td>
</tr>
<tr>
<td>322</td>
<td>Paper manufacturing</td>
</tr>
<tr>
<td>323</td>
<td>Printing and related support activities</td>
</tr>
<tr>
<td>324</td>
<td>Petroleum and coal product manufacturing</td>
</tr>
<tr>
<td>325</td>
<td>Chemical manufacturing</td>
</tr>
<tr>
<td>326</td>
<td>Plastics and rubber products manufacturing</td>
</tr>
<tr>
<td>327</td>
<td>Non-metallic mineral product manufacturing</td>
</tr>
<tr>
<td>331</td>
<td>Primary metal manufacturing</td>
</tr>
<tr>
<td>332</td>
<td>Fabricated metal product manufacturing</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Code</th>
<th>Industry group</th>
</tr>
</thead>
<tbody>
<tr>
<td>3121</td>
<td>Beverage manufacturing</td>
</tr>
<tr>
<td>3122</td>
<td>Tobacco manufacturing</td>
</tr>
<tr>
<td>31211</td>
<td>Soft drink and ice manufacturing</td>
</tr>
<tr>
<td>31212</td>
<td>Breweries</td>
</tr>
<tr>
<td>31213</td>
<td>Wineries</td>
</tr>
<tr>
<td>31214</td>
<td>Distilleries</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Code</th>
<th>Industry</th>
</tr>
</thead>
<tbody>
<tr>
<td>312120</td>
<td>Breweries</td>
</tr>
</tbody>
</table>
Step 3:
Review the definition & description of the industry (including exclusions)

312120 - Breweries

This Canadian industry comprises establishments primarily engaged in brewing beer, ale, malt liquors and non-alcoholic beer.

Illustrative example(s)
- beer breweries

All examples
- beer breweries
- brewed beer, manufacturing
- grain, brewers', spent, manufacturing
- lager, porter, stout, ale, brewing
- malt liquor, brewing
- non-alcoholic beer (e.g., near beer), brewing

Exclusion(s)
- bottling purchased malt beverages (See 413220 Alcoholic beverage merchant wholesalers)
- manufacturing malt (See 31121 Flour milling and malt manufacturing)
Industry Names with a Superscript CAN, MEX, or US

- It's **okay** to use a NAICS code which has a superscript CAN, MEX or US. For example,

  `722511 - Full-service restaurants^US`

  This Canadian industry comprises establishments primarily engaged in providing food services to patrons who order and are served while seated and pay after eating. These establishments may

- All the codes are Canadian, but some are more comparable with the US and/or Mexico.

  **Definition of superscripts**
  
  The superscripts at the end of NAICS class titles are used to signify comparability:
  
  **CAN**
  Canadian class only
  
  **No superscript**
  Canadian, Mexican and United States classes are comparable
  
  **US**
  Canadian and United States classes are comparable
  
  **MEX**
  Canadian and Mexican classes are comparable
WARNING: Read carefully!

- **EXAMPLE ONE:** Group wants to do shoe manufacturing, but select a code for shoe stores!

- **EXAMPLE TWO:** Group wants to do instant coffee, but select a code for coffee beans (which excludes instant)

**RESULT:** Both groups submit incorrect codes AND incorrect lists of competitors!
Can Your Group do a “Piece” of a Code?

• **NO**, you must do the ENTIRE code

• **EXAMPLE:**
  – You can’t do basketballs.” You must do “Sporting Goods” which includes basketballs, hockey sticks and fishing rods!
Choosing the Right Industry

• Industry selected should be **Business to Consumer (B2C)**

• Choose an industry that will allow you to achieve the requirements of the second report (i.e., **opportunity & threat** for 6 environments - **PESTEL**)
Environmental Trends Analysis

You need to discuss trends in the industry that are, generally speaking, impacting companies in the industry. Environments that should be discussed include:

• Political
• Economic
• Social
• Technological
• Environmental
• Legal/Regulatory

No company names should be mentioned in the 2nd report.
Can I Do a Manufacturing Industry?

• **YES**, as long as the end product that the industry generates is a consumer good or service.

• The industry does not have to sell directly to the consumer, but it should be a consumer product.

• Ask yourself, have I bought this product lately?
Choosing the Right Industry

• The **product (good/service)** that is produced by this industry must be **marketed (i.e., sold) in Canada** - although not necessarily made in Canada

• There must be **at least three competitors** in this Canadian industry; therefore, no monopolies! Companies do not have to originate in Canada, but they do have to do business in Canada
Using Industry Codes to Find Companies/Competitors

• Your course research guide lists key directories and databases which group companies by SIC and/or NAICS code

• Principle is the same:
  Look up the code and find the list of companies active in it
Using Industry Codes to Find Companies/Competitors

by SIC code

- **Canadian Key Business Directory** (print)
  - Contains *largest* public & private companies in Canada in all industries

- **Canadian Business Database** (online)
  - Provides a *comprehensive* list of companies, large and small, public & private in Canada in all industries

- **Infomart** – Corporate Surveys (online)
  - Contains primarily publicly traded Canadian companies in all industries
Using Industry Codes to Find Companies/Competitors

by NAICS code

- *Scott’s Directories* (print)
  - Contains primarily *manufacturing* companies in Canada, both *public & private*
  - Consists of 7 volumes, each volume covering a different region in Canada

- *Canadian Business Database* (online)
  - Provides a *comprehensive* list of companies, large and small, *public & private* in Canada in *all industries*
**Canadian Business Database**

Most comprehensive list of public & private companies in Canada in all industries by SIC or NAICS.

1. Click the Advanced **Search** tab
2. Select search criteria
3. Select & key in relevant industry classification code(s)
4. Select View **Results** button
# Sample Results (Competitors) List

> 500 companies listed

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Contact Name</th>
<th>Address</th>
<th>City, Province</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brewsters Brewing Co Ltd</td>
<td>George H Croft</td>
<td>400 Bingemans Cen...</td>
<td>Kitchener, ON</td>
</tr>
<tr>
<td>Brick Brewing Co Ltd</td>
<td>Trent Koehler</td>
<td>2415 22nd St W</td>
<td>Saskatoon, SK</td>
</tr>
<tr>
<td>Bridges Ale House</td>
<td>Sean Morrison</td>
<td>59 King St W</td>
<td>Brockville, ON</td>
</tr>
<tr>
<td>Brock Pub</td>
<td>Jeff Picard</td>
<td>1215 Rue Crescent</td>
<td>Montreal, QC</td>
</tr>
<tr>
<td>Brutopia</td>
<td>Craig Hennig</td>
<td>278 1st Ave NE</td>
<td>Swift Current, SK</td>
</tr>
<tr>
<td>Buffalo Brew Pub</td>
<td>Burns Howff Scott</td>
<td>210 King St E</td>
<td>Cambridge, ON</td>
</tr>
<tr>
<td>Bushwakker Brewing</td>
<td>Kelly Monette</td>
<td>2206 Dewdney Ave</td>
<td>Regina, SK</td>
</tr>
<tr>
<td>Cafe Nord-Ouest</td>
<td>Nathaly Jutras</td>
<td>1441 Rue Notre-Da...</td>
<td>Trois-Rivieres, QC</td>
</tr>
<tr>
<td>Cameron’s Brewing Co</td>
<td>Jason Ellsmere</td>
<td>1165 Invicta Dr</td>
<td>Oakville, ON</td>
</tr>
<tr>
<td>Cannery Brewing Co</td>
<td>Pat Dyck</td>
<td>1475 Fairview Rd</td>
<td>Penticton, BC</td>
</tr>
</tbody>
</table>
Canadian Business Database

Sample entry: Brick Brewing

Location Information

Brick Brewing Co LTD
400 Bingemans Centre Dr
Kitchener, ON N2B3X9

Business Demographics

<table>
<thead>
<tr>
<th>Location Employees</th>
<th>100</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate Employees</td>
<td>145</td>
</tr>
<tr>
<td>Location Type</td>
<td>Headquarters</td>
</tr>
<tr>
<td>Stock Ticker Symbol</td>
<td>BRB</td>
</tr>
<tr>
<td>Location Sales Volume</td>
<td>Not Available</td>
</tr>
<tr>
<td>Corporate Sales Volume</td>
<td>$27,936,000</td>
</tr>
<tr>
<td>Credit Rating Score</td>
<td>A</td>
</tr>
<tr>
<td>IUSA Number</td>
<td>01-338-3831</td>
</tr>
</tbody>
</table>

Business Expenditures

These expenditures are an estimated annual expense.

<table>
<thead>
<tr>
<th>Accounting</th>
<th>$1,000 to $2,500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contract Labor</td>
<td>$1,000 to $10,000</td>
</tr>
<tr>
<td>Legal</td>
<td>$10,000 to $25,000</td>
</tr>
<tr>
<td>Office Equipment &amp; Supplies</td>
<td>Not Available</td>
</tr>
<tr>
<td>Payroll &amp; Benefits</td>
<td>$2.5 Million to 10 Million</td>
</tr>
<tr>
<td>Rent &amp; Leasing</td>
<td>$25,000 to $50,000</td>
</tr>
<tr>
<td>Telecommunications</td>
<td>$5,000 to $20,000</td>
</tr>
<tr>
<td>Advertising</td>
<td>$20,000 to $50,000</td>
</tr>
<tr>
<td>Insurance</td>
<td>Not Available</td>
</tr>
<tr>
<td>Management/Administration</td>
<td>$25,000 to $50,000</td>
</tr>
<tr>
<td>Package/Container</td>
<td>Not Available</td>
</tr>
<tr>
<td>Purchased Print</td>
<td>Not Available</td>
</tr>
<tr>
<td>Technology</td>
<td>Not Available</td>
</tr>
<tr>
<td>Utilities</td>
<td>Not Available</td>
</tr>
</tbody>
</table>
Choosing An Industry Based on Your Company

1. Start with a **company name**
2. Look up the company in one or more company directories/databases
3. Review the company entry and look for the SIC or NAICS **code(s) assigned to that company**
4. Look up the code(s) in the Canadian **industry classification manuals** to confirm the industry code, name and description
### Canadian Business Database
Sample entry - BlackBerry with SIC & NAICS codes noted

**Location Information**

Black Berry LTD  
2200 University Ave E  
Waterloo, ON N2K0A7  
Phone: (519) 888-7465  
(519) 888-7884  
District: CMA  
Waterloo Regional  
Kitchener-Cambridge-Wtrlo

### Industry Codes

<table>
<thead>
<tr>
<th>SIC Code</th>
<th>Descriptions</th>
</tr>
</thead>
<tbody>
<tr>
<td>3661-02</td>
<td>Telephone Equipment &amp; Systems-Mfrs</td>
</tr>
<tr>
<td>3661-02</td>
<td>Telephone Equipment &amp; Systems-Mfrs</td>
</tr>
<tr>
<td>5065-04</td>
<td>Radio Communication Equip &amp; Systems-Whls</td>
</tr>
<tr>
<td>8322-01</td>
<td>Counseling Services</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>NAICS Code</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>334210</td>
<td>Telephone Apparatus Manufacturing</td>
</tr>
<tr>
<td>334210</td>
<td>Telephone Apparatus Manufacturing</td>
</tr>
<tr>
<td>423690</td>
<td>Other Electronic Parts &amp; Equipment Merchant Whlsrs</td>
</tr>
<tr>
<td>624110</td>
<td>Child &amp; Youth Services</td>
</tr>
</tbody>
</table>

**NOTE:** Canadian Business Database uses **U.S.** SIC and NAICS codes. You should verify the industry codes & descriptions in the **Canadian** SIC and NAICS code manuals and use those in your reports. For this example, the

- **Canadian SIC is 3661**  
  Mfrs. Telephone and Telegraph Apparatus
- **Canadian NAICS is 334210**  
  Telephone Apparatus Manufacturing
Help! I just found 2 Different Codes for my Company!

- Most **companies are diversified**. Need many codes to capture all their various activities.

- **No central agency for assignment of codes**. Sources may interpret a company’s activities differently.

- **Which code do you pick?** The one that meets the criteria of the assignment and the one you like best.
Industry Codes Example: Home Depot

• Home Depot of Canada is a **home improvement retailer** that sells building materials, home repair & improvement products, lawn & garden supplies & various installation services.

• **What SIC and NAICS codes would you select** given the following options?
Home Depot – Possible SIC Codes

- **5211**: Retails - Lumber & Other Building Materials
- **5231**: Retails - Paint, Glass, and Wallpaper
- **5251**: Retails - Hardware
- **5261**: Retails - Nursery Stock, Lawn & Garden Supplies
- **5712**: Retails - Furniture
- **5713**: Retails - Floor Coverings
- **5719**: Retails - Miscellaneous Home Furnishings
Home Depot - Possible NAICS Codes

- **444110**: Home Centres
- **444130**: Hardware Stores
- **444190**: Other Building Material Dealers
- **444210**: Outdoor Power Equipment Stores
- **444220**: Nursery Stores and Garden Centres
- **532490**: Other Commercial & Industrial Machinery & Equipment Rental & Leasing
Pick the SIC and NAICS codes that describe similar activities

- **5251**: Retail - Hardware
- **444130**: Hardware Stores
- **5211**: Retail - Lumber & Other Building Materials
- **444110**: Home Centres
When searching with industry codes, *keep in mind* that...

- **Companies** may not be assigned consistent SIC/NAICS codes
- **Companies** can have multiple SIC or NAICS codes
- Directories, databases and other business resources may vary in the use of classification systems (e.g., U.S. vs. Canadian industry codes).
Choosing the Right Company: Canadian-Based & Publicly Traded

• Must have a **head office in Canada**
  – this alone does not guarantee that it meets the company requirements

• SHOULD be an **active, listed (public)** company for at least the last four consecutive years

• CAN be a multinational company or a subsidiary of a multinational, but the **Canadian entity** should be **publicly traded** (e.g. Sears Canada)
Company Suggestions

- Try to focus on companies that are **well known** and have a **national** presence
- Focus on a company where you have a **confirmed contact**
- **Avoid** private companies, holding companies, income fund companies & public institutions (e.g., universities)
- **Confused?** Use [LexisNexis Academic (Dossier)](https://www.lexisnexis.com/) and/or [Factiva (Companies/Marks)](https://www.factiva.com/) to confirm company type and structure.
SEDAR
Public companies in Canada by name & by industry

SEARCH FOR COMPANY DOCUMENTS

Company Name
sears

Industry Group
All

Document Type
Annual Report

Date of Filing...
From January 1 2011
To May 11 2016

Sort documents by ...
- Company Name
- Document Type
- Date of Filing

Type company name or select industry group (not based on SIC or NAICS)

Select document type & date range
### SEDAR

e.g., Full-text annual reports for Sears Canada

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Date of Filing</th>
<th>Time of Filing</th>
<th>Document Type</th>
<th>File Format</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sears Canada Inc.</td>
<td>Mar 18 2016</td>
<td>12:42:29 ET</td>
<td>Annual report - English</td>
<td>PDF</td>
</tr>
<tr>
<td>Sears Canada Inc.</td>
<td>Mar 13 2015</td>
<td>16:43:00 ET</td>
<td>Annual report - English</td>
<td>PDF</td>
</tr>
<tr>
<td>Sears Canada Inc.</td>
<td>Mar 14 2014</td>
<td>14:13:30 ET</td>
<td>Annual report - English</td>
<td>PDF</td>
</tr>
<tr>
<td>Sears Canada Inc.</td>
<td>Mar 15 2013</td>
<td>16:14:32 ET</td>
<td>Annual report - English</td>
<td>PDF</td>
</tr>
<tr>
<td>Sears Canada Inc.</td>
<td>Mar 19 2012</td>
<td>08:14:58 ET</td>
<td>Annual report - English</td>
<td>PDF</td>
</tr>
<tr>
<td>Sears Canada Inc.</td>
<td>Mar 24 2011</td>
<td>18:03:09 ET</td>
<td>Annual report - English</td>
<td>PDF</td>
</tr>
</tbody>
</table>
Company Annual Reports

- CAN be an excellent source for company financials, plans, mission statements, etc.
- Find annual reports at company website, SEDAR or Mergent Online
Use Company Annual Reports With Care!

- Don’t expect the annual report to answer all of your marketing research questions (advertising strategies, target markets, etc.)
- Don’t expect an annual report to be objective! They are promotional tools
  - good news stories!
  - will downplay poor financials and bad ideas
Thomson ONE

Includes analyst reports on companies worldwide

- Reports can include ...
  - company overview
  - key facts
  - history
  - major products & services
  - financial analysis
  - SWOT analysis
  - top competitors
  - company view
  - and more ...

Only works with Internet Explorer
Simultaneous User Limit = 5
Market Share

You need to find ...

- **Top 3 competitors** in your industry (based on sales/revenues) & their corresponding **market share values & percentages**. Your company of choice may or may not be in the list.

- Competitors can be **public, private, Canadian, or international**

- Top three competitors do not typically represent 100% of the industry.
# Market Share Table Example

## Beer in Canada

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Market Share %</th>
<th>Value of Market Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Labatt Brewing Company</td>
<td>42%</td>
<td>$6.60 billion</td>
</tr>
<tr>
<td>Molson Coors Canada</td>
<td>36%</td>
<td>$5.66 billion</td>
</tr>
<tr>
<td>Sleeman Breweries</td>
<td>4%</td>
<td>$628 million</td>
</tr>
</tbody>
</table>
Finding Market Share

- **Market Share Reporter** (book) - use indexes at back of vol. 2, available at the Innis Library (Reference)
- **IBISWorld** (database) – see **Major Companies & Key Statistics** tab/chapter in Canadian industry reports
- **Passport** (database) – see **Category Data** in Canadian category briefing reports
- **Business Source Complete** (database) – check **Industry Profiles** for Canada
- **Thomson ONE** (database) – use **Screening & Analysis** module > Research
- Newspaper & Magazines Articles
  - **Factiva** (database) | **CPI.Q** (database)
  - **FP500** and **ROB Top 1000** (magazines) (latest issues on Innis Reserve, IPC 10 & IPC 11)

Remember to look for Canadian content.
Things to Watch Out For ...

- If the word “Canada” doesn’t appear in the source, the data is probably U.S.

- Is the source listing brands or companies? Are there really just a few companies fronting a large number of brands?
### Top Marshmallow Brands 2002

<table>
<thead>
<tr>
<th>Brand</th>
<th>Market Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jet Puffed</td>
<td>41.2%</td>
</tr>
<tr>
<td>Campfire</td>
<td>9.0%</td>
</tr>
<tr>
<td>Jet Puffed Funmallows</td>
<td>3.6%</td>
</tr>
<tr>
<td>Fireside</td>
<td>2.2%</td>
</tr>
<tr>
<td>Other</td>
<td>39.0%</td>
</tr>
</tbody>
</table>


Found in *Market Share Reporter*, 2004
Calculating Market Share
Can’t find your market share in a published source?

• Try a **company contact**. If your contact says the company doesn’t know, ask someone else.

• **Estimate:** calculate a very rough estimate using all the information you’ve gathered from primary and secondary sources.
EIU Viewswire
Includes worldwide country analysis

Pick Canada from drop-down menu.

NOTE: Content is not necessarily industry specific.
Business Source Complete
Includes worldwide industry profiles by country

- lengthy reports (>25 pages)
- Includes
  - market overview
  - market value
  - market volume
  - market segmentation
  - market share
  - market outlook
  - market forecasts
  - five forces analysis
  - leading companies
Reports are approximately 30 pages long & typically include the following sections:

- About this Industry
- Industry at a Glance
- Industry Performance
- Industry Outlook
- Products & Markets
- Competitive Landscape
- Major Companies (includes market share)
- Operating Conditions
- Key Statistics (includes industry revenues over time)
Passport
Includes statistics, industry reports & consumer lifestyle reports worldwide

FULL-SERVICE RESTAURANTS IN CANADA
Euromonitor International
June 2016

CONSUMER LIFESTYLES IN CANADA
Euromonitor International
August 2015

CONSUMER FOODSERVICE IN CANADA
Euromonitor International
June 2016

- Top 5 Consumer Trends
- Consumer Segmentation
- Housing & Households
- Money & Savings
  - Eating & Drinking
- Grooming & Fashion
- Health & Wellness
- Shopping Habits
- Leisure & Recreation
- Getting Around
Canadian Trade (or Industry) Associations

Often provide statistics & identify current issues and trends in a particular industry

- Use **Associations Canada** (book)
  - Available in **PRINT** at Innis Library (Reference)
    - Search the topical index in front of book to identify a relevant association
  - Also available **ONLINE** via Canada’s Information Resource Centre database

- Try **Google** (or another web search engine)
  - Type the words **canada** and **association** along with terms that describe your industry
Trade (or Industry) Associations

e.g., Retail Council of Canada

Advocacy or Press Room sections typically address issues related to that industry, particularly legal and regulatory ones.

Latest statistics and research on the industry across Canada.

Visit or follow the association’s social media channels for current information and trends in the industry.

NOTE: Some association content may only be available for a fee or for members only.
COMM 2MA3 Slides and **hot-linked** Course Research Guide

**Finding Canadian Business Information**

<table>
<thead>
<tr>
<th>Company Directories Competitors</th>
<th>Industry Classification Codes</th>
<th>Company Info &amp; Financials</th>
<th>Market Share</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Newspaper, Magazine &amp; Journal Articles</strong></td>
<td><strong>Industry Sources</strong> Useful for all environments (political, economic, social, environmental and technological)</td>
<td><strong>Legal/Regulatory Information</strong></td>
<td><strong>Demographic &amp; Social Information</strong></td>
</tr>
<tr>
<td><strong>Economic &amp; Political Info</strong></td>
<td><strong>Other Business Statistics</strong></td>
<td></td>
<td><strong>Advertising</strong></td>
</tr>
</tbody>
</table>

**NOTE:**

- Key titles are marked with a **Best Bet** icon 🌟
- Online sources accessible to everyone are marked with an **Open Access** icon 📚
- Online sources only accessible to current McMaster students, faculty and staff (MAC ID required) are marked with a McMaster icon 🦚

**Other Useful Links:** [Course Outline](#) (Winter 2017) | [Citation Guide for Business](#) | [How to Find a SWOT Analysis](#) | [How to Find Industry Reports](#)

[http://library.mcmaster.ca/guides/commerce-2ma3](http://library.mcmaster.ca/guides/commerce-2ma3)
So How Do You Cite All this Stuff?

• Use the *Citation Guide For Business (Fall 2016)* exactly
  • Based on *Chicago Manual of Style, 16th ed.* (available online)
• Capture references as you research
• Do not copy urls from the address bars of your browser when using library databases – the links may not be stable! Use *permalinks* (if available) for library database content.
• Don’t leave it till the last minute!
Research Help

• E-mail: library@mcmaster.ca

• Phone: 905-525-9140
  – ext. 22081 Innis Service Desk
  – ext. 21359 Business Librarian

• Face to Face:
  – Drop by the Service Desk at anytime, Monday to Friday

• Live Chat:
  http://library.mcmaster.ca/justask/
Session Feedback

Please take a moment to fill out this survey

https://www.surveymonkey.com/r/liblearning
Stay Connected!

- “Follow” Us on Twitter!
  https://twitter.com/innisbizlib

- “Like” Us on Facebook!
  http://www.facebook.com/innislibrary

- “Follow” Us on Instagram!
  https://instagram.com/innisbizlib

- Snapchat
  maclibraries