Commerce 4KH3:
Strategies for Electronic & Mobile Business

Innis Library (Business)
KTH-108
Session Outline

• Key secondary sources for your e-business plan

• Where to find information on …
  ▪ industries
  ▪ companies
  ▪ consumers
  ▪ media & advertising
Accessing Databases

library.mcmaster.ca > Databases tab

Start searching quickly with these best bets:

Browse by Subject Area or Search by Database Name

Or select your subject area or database

Use databases to find articles, data, images, etc.

Business

or ibisworld

in Database Name

Go to All Databases [A to Z] | Already have a citation? Use our Article Finder.

Results

IBISWorld

Coverage: Current

Note:
The Library subscribes to the following modules in IBISWorld: U.S. Industry Reports (NAICS), U.S. Specialized Industry Reports, U.S. Industry iExpert Summaries, Canada Industry Reports (NAICS) & Global Industry Reports.
IBISWorld

Contains over 1,000 U.S., 425 Canadian & 73 global industry reports

- Search for keyword(s) or browse report titles
- Most reports cover industries at the 5-digit NAICS level
- Specialized reports cover industries at the most granular level (U.S. only)

Sample Industry Listing (U.S. Specialized)

Online Retail
- Daily Deals Sites
- Online Antiques & Collectibles Sales
- Online Art Sales
- Online Automotive Parts & Accessories Sales
- Online Baby & Infant Apparel Sales
- Online Baby Product Sales
- Online Beer, Wine & Liquor Sales
- Online Camera & Camcorder Sales
- Online Car Dealers
- Online Computer & Tablet Sales
- Online Designer Clothing Sales
- Online Event Ticket Sales
- Online Eyeglasses & Contact Lens Sales
- Online Fashion Sample Sales
- Online Flower Shops
- Online Greeting Card Sales
- Online Grocery Sales
- Online Hardware & Tool Sales
- Online Home Furnishing Sales
- Online Household Furniture Sales
- Online Jewelry & Watch Sales
- Online Large Kitchen Appliance Sales
- Online Medical Supplies Sales
- Online Men's Clothing Sales
- Online Office Furniture Sales
- Online Original Design T-Shirt Sales
- Online Perfume & Cosmetic Sales
- Online Pet Food & Pet Supply Sales
- Online Photo Printing
- Online Plumbing & Electrical Supply Sales
- Online Shoe Sales
- Online Tutoring Services
- Online Vitamin & Supplement Sales
- Online Weight Loss Services
**IBISWorld - Sample Industry Report**

**IBISWorld Industry Report 45411aCA**

**E-Commerce & Online Auctions in Canada**

---

**Typical Report Structure or Table of Contents**

<table>
<thead>
<tr>
<th>Section</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 About this Industry</td>
<td>4-5</td>
</tr>
<tr>
<td>2 Industry Definition</td>
<td>1-2</td>
</tr>
<tr>
<td>2 Main Activities</td>
<td>6-7</td>
</tr>
<tr>
<td>2 Similar Industries</td>
<td>8-9</td>
</tr>
<tr>
<td>2 Additional Resources</td>
<td>10-11</td>
</tr>
<tr>
<td>3 Industry at a Glance</td>
<td>12-13</td>
</tr>
<tr>
<td>4 Industry Performance</td>
<td>14-15</td>
</tr>
<tr>
<td>4 Executive Summary</td>
<td>16-17</td>
</tr>
<tr>
<td>4 Key External Drivers</td>
<td>18-19</td>
</tr>
<tr>
<td>6 Current Performance</td>
<td>20-21</td>
</tr>
<tr>
<td>8 Industry Outlook</td>
<td>22-23</td>
</tr>
<tr>
<td>10 Industry Life Cycle</td>
<td>24-25</td>
</tr>
<tr>
<td>12 Products &amp; Markets</td>
<td>26-27</td>
</tr>
<tr>
<td>12 Supply Chains</td>
<td>28-29</td>
</tr>
<tr>
<td>12 Products &amp; Services</td>
<td>30-31</td>
</tr>
<tr>
<td>13 Demand Determinants</td>
<td>32-33</td>
</tr>
<tr>
<td>14 Major Markets</td>
<td>34-35</td>
</tr>
<tr>
<td>15 International Trade</td>
<td>36-37</td>
</tr>
<tr>
<td>16 Business Locations</td>
<td>38-39</td>
</tr>
<tr>
<td>18 Competitive Landscape</td>
<td>40-41</td>
</tr>
<tr>
<td>18 Market Share Concentration</td>
<td>42-43</td>
</tr>
<tr>
<td>18 Key Success Factors</td>
<td>44-45</td>
</tr>
<tr>
<td>18 Cost Structure Benchmarks</td>
<td>46-47</td>
</tr>
<tr>
<td>20 Basis of Competition</td>
<td>48-49</td>
</tr>
<tr>
<td>20 Barriers to Entry</td>
<td>50-51</td>
</tr>
<tr>
<td>21 Industry Globalization</td>
<td>52-53</td>
</tr>
<tr>
<td>22 Major Companies</td>
<td>54-55</td>
</tr>
<tr>
<td>22 Amazon.com Inc.</td>
<td>56-57</td>
</tr>
<tr>
<td>24 Operating Conditions</td>
<td>58-59</td>
</tr>
<tr>
<td>24 Capital Intensity</td>
<td>60-61</td>
</tr>
<tr>
<td>25 Technology &amp; Systems</td>
<td>62-63</td>
</tr>
<tr>
<td>25 Revenue Volatility</td>
<td>64-65</td>
</tr>
<tr>
<td>26 Regulation &amp; Policy</td>
<td>66-67</td>
</tr>
<tr>
<td>26 Industry Assistance</td>
<td>68-69</td>
</tr>
<tr>
<td>27 Key Statistics</td>
<td>70-71</td>
</tr>
<tr>
<td>27 Industry Data</td>
<td>72-73</td>
</tr>
<tr>
<td>27 Annual Change</td>
<td>74-75</td>
</tr>
<tr>
<td>27 Key Ratios</td>
<td>76-77</td>
</tr>
<tr>
<td>28 Jargon &amp; Glossary</td>
<td>78-79</td>
</tr>
<tr>
<td>29 Overview</td>
<td>80-81</td>
</tr>
<tr>
<td>29 Executive Summary</td>
<td>82-83</td>
</tr>
</tbody>
</table>

Covers industry size, characteristics, trends, growth, regulations and more.
Worldwide **industry info** on a variety of products & services

Covers B2C industries for over 200 countries

Each category breaks down into narrower topics e.g., **Retailing** contains reports on **Direct Selling, Home Shopping, Internet Retailing, Vending**, and more for individual countries.
Passport Sample Search Results for e-commerce

Results presented in two columns
- Statistics
- Analysis
Passport - Sample Industry Content

Reports include links to other potentially relevant /related content within Passport.

Channel Data section typically includes industry sales company shares, brand shares, distribution and forecast sales.

Statistics section allows you to customize the numbers by a variety of criteria.
Passport

Worldwide **demographic & psychographic** info on consumers
Euromonitor Consumer Segmentation

Opinion | 11 Sep 2017

Using consumer types to go beyond demographics

While many companies often identify market segments using demographics, Euromonitor’s Survey team looked beyond standard demographics and incorporated many of the diverse attitudes and habits that set people apart even distinguishing among those in the same demographic group in the Lifestyles system.

---

Consumer Lifestyles in Canada

Country Report | 19 Jun 2017

LIFESTYLES IN CANADA

Chart 1 Consumer Lifestyles in 2017

- Population
  - Total, millions: 36.3
  - Population by Consumer Segment (% of total, 2000-2030)
    - Later-Lifers: 55%
    - Middle-Lifers: 48%
    - Middle-Youth: 34%
    - Young Adults: 33%
  - Old-Age Dependency Ratio
    - percentage of people older than 65 compared to those aged 16-64: 49%

- Disposable Income per capita, USD 2016: 23,975
  - Savings as % of disposable income: 0.0%

- Households
  - No. of households, millions: 14.2
  - Home Ownership
    - Owner-Occupied: 65%
    - Rented: 35%

- Household Spending
  - FOOD: 10%
  - HOUSING: 40%
  - NON-ESSENTIALS: 50%
Thomson ONE (aka Investext)

Includes analyst reports on companies & industries worldwide

Reports *can* include

- company overview
- key facts
- history
- major products & services
- financial analysis
- SWOT analysis
- top competitors
- company view
- and more …

**NOTE:** T1 only works with Internet Explorer.

Accessible via the DSB Virtual Lab & Library's website.

**Simultaneous User Limit = 5**
Highlights

Canada

- Revenue in the "eCommerce" market amounts to US$22,037m in 2018.
- Revenue is expected to show an annual growth rate (CAGR 2018-2022) of 7.9% resulting in a market volume of US$29,834m in 2022.
- The market's largest segment is the segment "Fashion" with a market volume of US$7,071m in 2018.
- User penetration is at 53.6% in 2018 and is expected to hit 65.8% in 2022.
- The average revenue per user (ARPU) currently amounts to US$1,114.54.
Factiva & Lexis/Nexis Academic

Worldwide news & company databases

- contain 1000s of international newspapers such as the Globe & Mail, Financial Times, New York Times and Wall Street Journal
  - Factiva > Search
  - Lexis > Search by Subject or Topic > News menu - All News

- contain company profiles for public & private companies worldwide; include competitors, financials, ratios and current news
  - Factiva > Companies/Markets
  - Lexis > Search by Subject or Topic > Companies menu - Dossier (Company, Executive, & Industry)
Factiva & LexisNexis - Company Content

Netflix, Inc.

Company Snapshot
- News
- Latest News
- Web News
- Multimedia
- Key Developments
- Peer Comparison
- Financial Results
- Ownership
- Reports

Snapshot
- Current News
- Company Information
- Brands
- Competitors
- Company Hierarchy
- Full Executive Lists

Financial Overview
- SEC Filings
- Company Reports
- Industry Knowledge
- Company Activities
- Investment Research
- News
- Legal
- Intellectual Property
- D&B Report
- References
Web of Science

Indexes key scholarly journals (from 1976 to current) in a wide range of subject areas (e.g., business, psychology, IS, etc.)

Database contains articles from some of the most prestigious academic journals. Can be used to support your ideas, opinions & recommendations.
Research Help @ Innis

• **Face to Face:**
  – Drop by the Service Desk or book an appointment with the Business Librarian

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

• **E-mail:** [library@mcmaster.ca](mailto:library@mcmaster.ca)

• **Live Chat:**
  [http://library.mcmaster.ca/justask/](http://library.mcmaster.ca/justask/)