SEP 6E03:
Entrepreneurial Processes & Skills

Market Research
Secondary Sources

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Session Outline

• Finding library resources
• Accessing library resources
• Best library databases for industry & market research
• Accessing resources not available at McMaster
• How to get more help
Company, Consumer, Industry & Product
Secondary Data Collection

annual reports
statistics government
SECONDARY SOURCES
databases articles journals
directories websites
tweets reports
magazines data blogs
media books
trade shows census
trade associations newspapers
profiles exhibitions
periodicals conferences
Market Research Alert

• You can often find commercial reports that contain the information you need, but they may cost thousands of dollars!

• Some of the info you need may not be readily available or presented in a packaged report. You may have to piece information together from a variety of sources.
KEY Library Databases for Industry & Market Research

- Business Source Complete
- IBISWorld
- MarketResearch.com Academic
- Business Monitor International
- Passport GMID
- Factiva
Library e-Resources

- The Libraries spend millions each year on e-Resources
- McMaster subscribes to hundreds of licensed databases
- **Full-text content is closed** (not available via Google, Bing, etc.)
- Accessible to **authorized McMaster users only** *(i.e. current & retired McMaster faculty, staff & currently registered students)*
Accessing Library e-Resources: Authentication

- Use your **MAC ID** to access e-Resources **on and off-campus**!
- Login when prompted or before you begin searching.
Finding Library Resources

http://library.mcmaster.ca/

Books, Periodicals, Databases, etc. All formats.

Databases by Title or Subject Area

Subject, Course & Citation Guides. Also includes Top Business Databases guide.
Articles/Databases tab

Key tab – databases contain articles, data, reports, etc.

Search or Browse by database name

Don’t know the database name? Select a broad subject area from the drop-down menu

Go to: All Databases | Already have a citation? Use our Article Finder.
Over 90 Databases for Marketing

Results 1 - 50 of 92

🌟 Try these first...

- Business Source Complete
- IBISWorld
- MarketResearch.com Academic
- Passport GMID (Global Market Information Database)
- ProQuest Business Collection

Business Source Complete (Business Searching Interface - Recommended)

Coverage: 1886 to the present, but varies by title

Description: Business Source Complete provides selected full text from 11,200 sources, including more than 1,100 scholarly business journals.

More Info / Permalink
Entrepreneurship and Innovation

Course code: SEP 6E03 | MEEI | MTEI
Course name: School of Engineering Practice, Entrepreneurial Skills & Processes | Master of Engineering Entrepreneurship and Innovation | Master of Technology Entrepreneurship and Innovation
Course date: 2013-2014

This research guide identifies secondary sources of information available via the McMaster University Library, the Internet and MaRS.

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1. Industry & Market Research Resources
2. Company Resources
3. Consumer Resources
Business Source Complete

Worldwide coverage of business literature.

Search or browse for articles, profiles and reports on industries, products & companies.

Searching: Business Source Complete

green technology in Select a Field (optional)

AND in Select a Field (optional)

AND in Select a Field (optional)

Basic Search | Advanced Search | Visual Search | Search History
Business Source Complete

Sample Industry Profile

• Lengthy reports (>25 pages)
• Worldwide coverage
• Typically include:
  – market overview
  – market data
  – market segmentation
  – market outlook
  – five forces analysis
  – competitive landscape
  – leading companies
  – macroeconomic indicators
IBISWorld

- Covers over 700 U.S. industries at the 5 digit NAICS code level.
- Covers almost 600 specialized industries for the U.S.
- Over 100 global industries are also included.
- Search or browse for content.

Sample Industry Listing

- Road & Highway Construction in the US
- Road & Highway Maintenance in the US
- Road & Highway Services in the US
- Roofing Contractors in the US
- Steel Framing in the US
- Sustainable Building Material Manufacturing in the US
- Tile Installers in the US
- Transmission Line Construction in the US
- Water & Sewer Line Construction in the US
- Water Well Drilling in the US
IBISWorld
Sample Industry Report

IBISWorld Industry Report NN005
Sustainable Building Material Manufacturing in the US

September 2013 | Deonta Smith

Topics typically covered in these reports include:

- external drivers
- basis of competition
- market share
- key success factors
- demand determinants
- cost structure benchmarks
- major markets
- basis of competition
- segmentation
- barriers to entry
- technology & systems
- supply chain
MarketResearch.com Academic

Includes detailed market research reports from selected publishers such as Kalorama, SBI, Icon Group, etc. Covers smaller, niche markets and industries, primarily in the U.S. Search for keywords or browse by subject.

Service Industries
- Business Services & Administration, Financial Services

Consumer Goods
- Consumer Goods & Retailing, Travel & Leisure

Demographics

Food & Beverage
- Agriculture, Beverages, Food, Food Service & Hospitality

Heavy Industry
- Energy & Resources, Manufacturing & Construction, Materials & Chemicals

Life Science
- Biotechnology, Diagnostics, Healthcare, Medical Devices, Pharmaceuticals

Public Sector

Technology & Media
- Computer Hardware & Networking, E-Commerce & IT Outsourcing, Telecommunications & Wireless
MarketResearch.com Academic
Sample Market Research and Demographic Reports

Fuel Cell Technologies Worldwide
SBI
3/18/2013
238 Pages - $3,960.00
(The price shown is for informational purposes only. Student downloads are free of charge.)
Download Report

Cost is provided for your information. McMaster users can download the report for FREE.

Millennials in the U.S.
Packaged Facts
4/23/2012
178 Pages - $3,850.00
(The price shown is for informational purposes only. Student downloads are free of charge.)
Download Report

Abstract Table of Contents
Business Monitor International

Worldwide reports on over 20 industries in hundreds of countries

Sample Report

Q3 2013
www.businessmonitor.com

CANADA
TELECOMMUNICATIONS REPORT
INCLUDES 5-YEAR FORECASTS TO 2017

Reports typically include a SWOT analysis, market overview, industry forecasts & competitive landscape

Industry & topic coverage in BMI
Passport GMID
(Global Market Information Database)

- Includes detailed reports on **27** consumer oriented industries worldwide.
- Also includes current information on **companies**, **consumers** and **countries**.
- **Search** for keywords or **browse** menus for relevant content.
Passport GMID
Sample Reports & Articles

EYEWEAR IN CANADA
Euromonitor International
November 2012

Spectacles in Canada
Category Briefing | 28 Nov 2012

CONTACT LENSES IN CANADA
Euromonitor International
November 2012

EYEWEAR GLOBAL OVERVIEW: GROWTH TRENDS AND ANALYSIS
August 2012

October Profile: Events Affecting Eyewear
Opinion | 31 Oct 2012

Sulabh Madhwal
Analyst - Personal Accessories and Eyewear

Some developments in October 2012 are set to have a short term impact on the growth of global eyewear sales. Several global spectacles players such as Luxottica, VSP Global, De Rigo and Marcolin underwent structural changes which could spark their future growth. The significance of these strategic changes is amplified by the fact that most of the companies listed above are among the top ten eyewear players by global value sales.
Passport GMID: Consumer Lifestyle Reports

Select COUNTRIES & CONSUMERS > Consumer Trends and Lifestyles > Consumer Lifestyles > Select country from drop-down menu

Each report discusses the following consumer habits in a given country:

- Learning
- Working
- Eating
- Drinking
- Grooming
- Fashion
- Health & Wellness
- Smoking
- Shopping
- Leisure
- DIY and Gardening
- Pet Ownership
- Travel
- Vacation
- Financial

Contains detailed Consumer Lifestyle Reports for more than 60 countries.
Factiva: Company, Industry & Newspaper Info

Includes approximately 8,000 sources:

- Thousands of company & industry reports
- 1,000 international newspapers including Globe & Mail, Financial Times & New York Times
- 22 languages, 87 countries
- 95% full-text
- Date coverage: varies by publication, but generally mid 1990’s to present
- Limited to 6 simultaneous users
Factiva: Companies/Markets > Company
e.g., Sony Corp.

Profiles on **publicly traded** companies can include:

- stock price activity
- business description
- key executives
- key financials
- SWOT analysis
- performance/segment info
- latest news
- peer comparisons
Factiva: Company/Markets > Industry

Lists approx. 155 industries

- Advertising/Public Relations/Marketing
- Aerospace Products/Parts
- Aerospace/Defense
- Agriculture
- Agriculture/Forestry
- Agrochemicals
- Air Transport
- Airlines
- Airports
- Alternative Fuels
- Aluminum
- Automobiles
- Automotive Parts/Tire Stores
- Banking
- Banking/Credit
- Beverages/Drinks
- Biotechnology
- Brewing
- Broadcasting
- Building Construction

Industry Snapshot:
- News
- Peer Comparison
- Analysis and Profiles

Industry Averages and Ratios:
- 1yr Sales Growth: 5.70%
- Net Profit Margin: 17.87%
- P/E ratio: 23.25
- Current Ratio: 4.06
- Debt to Equity Ratio: 8.34

Top Participants by Sales:
- Total Number of Companies: 580
- Amgen, Inc.
- Gilead Sciences, Inc.
- Biogen Idec, Inc.
- CSL Ltd.
- UCB SA
- Life Technologies Corp.
- Bio-Rad Laboratories, Inc.

Trade Association Web Sites:
- AusBiotech Ltd: http://www.ausbiotech.org
- Biotechnology Industry Organization: http://www.bio.org/
- European Chemical Industry Council: http://wwwCEFIC.org
- European Biopharmaceutical Enterprises: http://www.ebe-biopharma.org
- European Federation of Biotechnology: http://www.efb-central.org
- Life Sciences Ontario: http://www.lifesciencesontario.ca/
**Factiva**: Search Builder [News]
e.g., digital media in the headlines of North American news sources during the last month

- **Type in your search words**
- **Pick a date range**
- **If desired, limit your search to a source, company, language, and/or section of an article.**
Factiva: News Pages

Browse selected news sources by country or by industry.
### MaRS Market Intelligence Resources

<table>
<thead>
<tr>
<th>Source</th>
<th>Description</th>
<th>Access Status</th>
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<tbody>
<tr>
<td>BCC Research</td>
<td>(multi-industry)</td>
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<tr>
<td>Capital IQ</td>
<td>(investment)</td>
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<td>Cleantech Group</td>
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<tr>
<td>comScore</td>
<td>(ICT) [limited access]</td>
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<td>Datamonitor Healthcare</td>
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<tr>
<td>Datamonitor Healthcare</td>
<td><a href="https://library.mcmaster.ca/">see also Business Source Complete for Marketline</a></td>
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<tr>
<td>eMarketer</td>
<td>(ICT)</td>
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<td>Forrester Research</td>
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<tr>
<td>Frost &amp; Sullivan</td>
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<tr>
<td>Gartner (ICT)</td>
<td>[limited access]</td>
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<tr>
<td>GlobalData</td>
<td>(life sciences, medical devices, health IT)</td>
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<tr>
<td>Greentech Media</td>
<td>(cleantech) [limited access]</td>
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<td>HIMSS Analytics</td>
<td>(investment)</td>
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<td>MedTrack</td>
<td>(health care)</td>
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<td>Navigant Research</td>
<td>(cleantech) [limited access]</td>
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<td>RoyaltyStat</td>
<td>(mult-industry)</td>
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<tr>
<td>SBI Energy</td>
<td>(cleantech &amp; advanced materials)</td>
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<tr>
<td>Thomson Innovation</td>
<td>(patents) [limited access]</td>
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<tr>
<td>Thomson Reuters Pharma</td>
<td>(life sciences)</td>
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</table>

**Program Currently On Hold**

Reports from these sources not available to MEEI/MTEI students via MaRS. May resume again in 2014.
Interlibrary Loan (I.L.L.) – RACER

Need something from another library?

• Try using our interlibrary loan service called RACER
  [http://library.mcmaster.ca/racer.htm](http://library.mcmaster.ca/racer.htm)

• Create your own **free** RACER account then get **books** and **articles** not available at McMaster from other libraries.

• I.L.L. requests generally take **7-10 business days**.

• You will be notified by email when the requested material(s) arrive.

• Materials can be **picked up at Mills** library (1st floor)
Got Questions?
Contact the Innis Library Service Desk

In Person:
- Mon to Thurs: 8:30am to 10:45pm
- Friday: 8:30am to 5:45pm
- Saturday: CLOSED | Sunday: 1pm-7:45pm

Phone:
- (905) 525-9140, ext. 22081

e-Mail:
- library@mcmaster.ca

Live Chat:
- http://library.mcmaster.ca/justask/
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