Finding Marketing Information for COMMERCE 2MA3

Innis Library (Business), KTH-108
Ines Perkovic, Business Librarian
Winter 2020
During this session, you will learn ...

- How to find and use **industry codes**
- Identify companies and **competitors** in your industry
- How to find **company info**
- 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]
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 31191 Snack food manufacturing)
Codes Apply to All Types of Companies

5942 Retail Books

This industry includes both major companies (e.g., Indigo) as well as local independent booksellers (e.g. King W. Books) - 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?

• Academics & Researchers
• Government Policy Analysts
• 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  – No longer updated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
Step 1:
Look in the correct index at the back of the manual (manufacturing or non-manufacturing)

2082: Beer (alcoholic beverage)
**Canadian SIC Manual**

**Example: Beer Brewing**

**Step 2:**
Look up the SIC code in the manual to get the definition & description of the industry

**2082 Manufacturing-Malt Beverages**

<table>
<thead>
<tr>
<th>Code</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>0001</td>
<td>Manufactures ale</td>
</tr>
<tr>
<td>0002</td>
<td>Manufactures beer</td>
</tr>
<tr>
<td>0003</td>
<td>Operates brewery</td>
</tr>
<tr>
<td>0004</td>
<td>Manufactures brewers’ grain</td>
</tr>
<tr>
<td>0005</td>
<td>Manufactures liquors, malt(0006)</td>
</tr>
<tr>
<td>0006</td>
<td>Manufactures malt extract, liquors, and sirups</td>
</tr>
<tr>
<td>0007</td>
<td>Manufactures near beer</td>
</tr>
<tr>
<td>0008</td>
<td>Manufactures porter</td>
</tr>
<tr>
<td>0009</td>
<td>Manufactures stout</td>
</tr>
<tr>
<td>0010</td>
<td>Manufactures extract, malt(0006)</td>
</tr>
<tr>
<td>0012</td>
<td>Manufactures sirups, malt(0006)</td>
</tr>
</tbody>
</table>

*Establishments bottling purchased malt beverages are classified in Industry 5181.*
Canadian NAICS Manual

• Revised every 5 years:
  – 2017 NAICS IS the most recent edition
  – use NAICS 2017 Version 3.0 via Statistics Canada

• Use the 6 digit NAICS code & description from this manual for your report.
NAICS Canada Online

Example: Beer Brewing

**Step 1:** Key in your industry words in the search box

North American Industry Classification System (NAICS) Canada 2017 Version 3.0

Status: This standard was approved as a departmental standard on October 16, 2017.

The North American Industry Classification System (NAICS) has been developed by the statistical agencies of Canada, Mexico and the United States. However, Statistics Canada has created 5 cannabis industries that are unique to NAICS Canada 2017 Version 3.0.

Classification structure

<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>
</tbody>
</table>
**Step 2:** In the search results list, click on the relevant link for the full industry name & description.

1. NAICS 2017 Version 3.0 - 4453 - **Beer**, wine and liquor stores - Industry group
2. NAICS 2017 Version 3.0 - 445 - Food and beverage stores - Subsector
3. NAICS 2017 Version 3.0 - 44531 - **Beer**, wine and liquor stores - Industry
4. NAICS 2017 Version 3.0 - 453992 - **Beer** and wine-making supplies stores - Canadian industry
5. NAICS 2017 Version 3.0 - 445310 - **Beer**, wine and liquor stores - Canadian industry
6. NAICS 2017 Version 3.0 - 453999 - All other miscellaneous store retailers (except **beer** and wine-making supplies stores) - Canadian industry
7. NAICS 2017 Version 3.0 - 31212 - Breweries - Industry
8. NAICS 2017 Version 3.0 - 453992 - **Beer** and wine-making supplies stores - All examples
9. NAICS 2017 Version 3.0 - 445310 - **Beer**, wine and liquor stores - All examples
10. NAICS 2017 Version 3.0 - 312120 - Breweries - Canadian industry
11. NAICS 2017 Version 3.0 - 453999 - All other miscellaneous store retailers (except **beer** and wine-making supplies stores) - All examples
Step 3: Review the definition & description of the industry (including exclusions)

- 31-33 - Manufacturing
- 312 - Beverage and tobacco product manufacturing
- 3121 - Beverage manufacturing
- 31212 - Breweries

### 312120 - Breweries

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

**Illustrative example(s)**
- beer breweries

**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\textsuperscript{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.

\begin{center}
\begin{tabular}{|l|}
\hline
\textbf{Definition of superscripts} \\
\hline
The superscripts at the end of NAICS class titles are used to signify comparability: \\
\textbf{CAN} \\
Canadian class only \\
\textbf{No superscript} \\
Canadian, Mexican and United States classes are comparable \\
\textbf{US} \\
Canadian and United States classes are comparable \\
\textbf{MEX} \\
Canadian and Mexican classes are comparable \\
\hline
\end{tabular}
\end{center}
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 complete a **PESTEL** analysis (i.e., at least one opportunity & one threat for each environment)
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
Canadian Business Database
Most comprehensive directory of public & private companies in Canada covering 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

NOTE: Canadian and U.S. NAICS codes should be the same up to 5 digits. Can be variation at 6 or more digits. This source uses U.S industry codes.
## Canadian Business Database

Sample Results (Competitors) List

> 650 companies listed

Click column headings to change sort order

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Executive Name</th>
<th>Street Address</th>
<th>City, Province</th>
<th>Postal Code</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brick Brewing Co LTD</td>
<td>George H Croft</td>
<td>400 Bingemans Centre Dr</td>
<td>Kitchener, ON</td>
<td>N2B3X9</td>
<td>(519) 742-2732</td>
</tr>
<tr>
<td>Bridge Brewing Co</td>
<td>Brett Hewitt</td>
<td>1448 Charlotte Rd</td>
<td>North Vancouver, BC</td>
<td>V7J1H2</td>
<td>(604) 770-2739</td>
</tr>
<tr>
<td>Bridges Ale House...</td>
<td>Trent Koehler</td>
<td>2415 22nd St W</td>
<td>Saskatoon, SK</td>
<td>S7M0V8</td>
<td>(306) 382-6060</td>
</tr>
<tr>
<td>Brimstone Brewing Co</td>
<td>Zack Gagnon</td>
<td>209 Ridge Rd N</td>
<td>Ridgeway, ON</td>
<td>L0S1N0</td>
<td>(289) 876-8657</td>
</tr>
<tr>
<td>Brisset Beer Intl...</td>
<td>Stephane Pilon</td>
<td>G9-370 Rue Guy</td>
<td>Montreal, QC</td>
<td>H3J1S6</td>
<td>(514) 906-6851</td>
</tr>
<tr>
<td>Britannia Brewing</td>
<td>Lloyd Kinney</td>
<td>12500 Horseshoe Way</td>
<td>Richmond, BC</td>
<td>V7A5K2</td>
<td>(604) 273-9379</td>
</tr>
<tr>
<td>Broadway Brewing Co</td>
<td></td>
<td>122 Broadway W</td>
<td>Vancouver, BC</td>
<td>V5Y1P3</td>
<td>(604) 874-2324</td>
</tr>
<tr>
<td>Brock Brewing Co</td>
<td></td>
<td>326 St. Paul St W</td>
<td>St Catharines, ON</td>
<td>L2S0B3</td>
<td>(905) 682-5556</td>
</tr>
<tr>
<td>Brock Pub</td>
<td>Sean Morrison</td>
<td>59 King St W</td>
<td>Brockville, ON</td>
<td>K6V3P8</td>
<td>(613) 342-2733</td>
</tr>
</tbody>
</table>
### Sample entry: Brick Brewing

**Brick Brewing Co LTD**

400 Bingemans Centre Dr  
Kitchener, ON N2B3X9

#### Business Demographics

<table>
<thead>
<tr>
<th>Location Employees</th>
<th>100</th>
<th>Location Sales Volume</th>
<th>Not Available</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate Employees</td>
<td>145</td>
<td>Corporate Sales Volume</td>
<td>$27,936,000</td>
</tr>
<tr>
<td>Location Type</td>
<td>Headquarter</td>
<td>Credit Rating Score</td>
<td>A</td>
</tr>
<tr>
<td>Stock Ticker Symbol</td>
<td>BRB</td>
<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>Category</th>
<th>Range</th>
<th>Category</th>
<th>Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting</td>
<td>$1,000 to $2,500</td>
<td>Advertising</td>
<td>$20,000 to $50,000</td>
</tr>
<tr>
<td>Contract Labor</td>
<td>$10,000 to $50,000</td>
<td>Insurance</td>
<td>Not Available</td>
</tr>
<tr>
<td>Legal</td>
<td>$5,000 to $10,000</td>
<td>Management/Administration</td>
<td>$5,000 to $10,000</td>
</tr>
<tr>
<td>Office Equipment &amp; Supplies</td>
<td>Not Available</td>
<td>Package/Container</td>
<td>Not Available</td>
</tr>
<tr>
<td>Payroll &amp; Benefits</td>
<td>$1 to $2.5 Million</td>
<td>Purchased Print</td>
<td>Not Available</td>
</tr>
<tr>
<td>Rent &amp; Leasing</td>
<td>$50,000 to $100,000</td>
<td>Technology</td>
<td>$1,000 to $2,500</td>
</tr>
<tr>
<td>Telecommunications</td>
<td>$2,000 to $5,000</td>
<td>Utilities</td>
<td>Over $100,000</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
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 ... 

- 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**: Retails – Hardware
- **444130**: Hardware Stores

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- **5211**: Retails – Lumber & Other Building Materials
- **444110**: Home Centres
When searching with industry codes, *keep in mind* that...

- Companies may have **inconsistent** 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. HSBC Bank 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 Mergent Online (Basic), Nexis Uni (Dossier) and/or Factiva (Companies/Markets) to confirm company type and structure.
Mergent Online
Includes publicly traded companies worldwide. Search by company name, industry codes, country & more

Pick the (Active) International Company Database to find current publicly traded companies in Canada.
Mergent Online Company Profile
e.g., Maple Leaf Foods – includes Company Details, Financials (in Excel), Reports (Annual, Broker) and more.

Maple Leaf Foods Inc. (TSX: MFI) – to Company Analysis List
Address: 6985 Financial Drive, Mississauga, L5N 0A1 Canada | Phone: 905 285-5000 | Fax: 905 285-6000 | Company
Website: www.mapleleaffoods.com

Incorporated: August 1927, Canada
CUSIP: 56490610
Auditor: KPMG LLP
Transfer Agent: Computershare Investor Services Inc., Toronto, Ontario, Canada
Country: Canada

Sector: Food
Industry: Meat packing plants (SIC 2011)
Industry: Animal (except Poultry) Slaughtering (NAICS 311611)
Number of Employees: 12,000 (Approximate Full-Time as of 12/31/2018)
Number of Shareholders: 772 (record) (as of 12/31/2018)

Market Cap: 2,625,825,000
Revenue: 3,698,555,000
Net Income: 82,267,000
Dividend: 0.58 | Dividend Yield: 2.3298
EPS Basic: 0.67 | EPS Diluted: 0.65
PE Ratio: 37.7264

Company details | Executives | Ownership | Company financials | Equity pricing | Reports | Filings | News | Competitors | Report builder

Annual reports | Industry reports | Equity reports | Mergent reports | Portraits | Broker research reports

Annual Reports
Note: Company Reports selections are in PDF format. In order to view PDF selections, you must have Adobe Acrobat Reader

<table>
<thead>
<tr>
<th>Year</th>
<th>File Size</th>
<th>Language</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019-09-30 Interim</td>
<td>729K</td>
<td>English</td>
</tr>
<tr>
<td>2019-06-30 Interim</td>
<td>722K</td>
<td>English</td>
</tr>
<tr>
<td>2019-04-05 Proxy. Statement</td>
<td>1489K</td>
<td>English</td>
</tr>
<tr>
<td>2019-03-31 Interim</td>
<td>1121K</td>
<td>English</td>
</tr>
<tr>
<td>2018-12-31 Annual Report</td>
<td>1638K</td>
<td>English</td>
</tr>
</tbody>
</table>
Company Annual Reports

- CAN be an excellent source for company financials, plans, mission statements, etc.
- Find annual reports (& other company documents & financials) via the 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
Investext via **Mergent Online**

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 ...
You need to find ...

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

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

- Top 3 competitors do not typically represent 100% of the industry.
## Market Share Table Example
### Beer in Canada 2018

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Market Share %</th>
<th>Value of Market Share*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Labatt Brewing Co. Ltd</td>
<td>45%</td>
<td>C$3.5 billion</td>
</tr>
<tr>
<td>Molson Coors Canada</td>
<td>34%</td>
<td>C$2.7 billion</td>
</tr>
<tr>
<td>Sleeman Breweries Ltd.</td>
<td>5%</td>
<td>C$393 million</td>
</tr>
</tbody>
</table>

* Value of market share is based on the sales or revenue of the industry **not** on the company’s overall sales or revenue. Value of market share was calculated based on a Canadian beer industry revenue of C$7.86 billion.

NOTE: The numbers in this table are fictional and are being used for illustrative purposes.
Finding Market Share

• Market share for Canada can be difficult to locate
• No easy answers
• Like putting together a puzzle
  – Have to piece together information from a variety of sources
  – You may not be able to find all the pieces!
Sources of 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** sections in Canadian industry reports

  - [Passport](#) (database) – see **Competitive Landscape or Category Data** sections in industry reports

• **Business Source Premier** (database) – check **Industry Profiles** for Canada

• **Mergent Online** (database) – select **Investext** tab and search for reports by company/keywords

• Newspaper & Magazines Articles
  - [Factiva](#) (database)
  - [Canadian Periodicals Index Quarterly](#) (database)
Is this Market Share Table Enough?

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
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?
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.
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

• Sources useful for a PESTEL analysis are noted on the following slides ... **NOTE:** a green letter indicates good coverage of that environment, e.g., PESTEL = political)
IBISWorld
Includes 430 Canadian industry reports at the 5-digit NAICS code level

Industry reports are approximately 30-40 pages long & content is structured into these sections

Key External Drivers
Per capita disposable income
Number of adults aged 20 to 64

Click headings for more info

(includes market share)
(includes industry revenues over time)
Wireless Telecommunications Carriers in Canada
Report by: Olivia Ross | May 2019

Impact: Corporate profit
How have you dealt with past fluctuations in corporate profit levels? How do you stimulate demand when corporate profit is low?

Businesses heavily use wireless telecommunications services, especially because employees bring their own mobile devices to the workplace and use them for work-related purposes.

Impact: Number of mobile telephone subscriptions
How does your company plan to keep up with increasing demand as more consumers adopt mobile phones and services? How do you stimulate demand when mobile subscriptions are low?

As the number of mobile subscribers increases, industry revenue expands.
ViewsWire
Includes worldwide country analysis

- Politics
  - News analysis, Background, Political structure, Outlook

- Economy
  - News analysis, Background, Economic structure, Latest indicators, Outlook, 5-year forecast, 5-year summary, Commodity analysis

- Finance
  - News analysis, Outlook, EIU currency forecasts, Consensus currency forecast, Interest rate forecast, Equity prices, Euro exchange rate, Daily US dollar exchange rates

- Business
  - News analysis, Background, Business environment, Outlook, Market outlook

- Regulations
  - News analysis, Investment, Competition and price, Licensing and IP, Trade, Foreign exchange, Tax

NOTE: Content is not necessarily industry specific.

Pick Canada from drop-down menu.
Business Source Premier
Includes worldwide industry profiles by country

- lengthy reports (>25 pages)
- Includes
  - market overview
  - market data *(value & volume)*
  - market segmentation *(category & geography)*
  - market share
  - market outlook *(value & volume forecasts)*
  - five forces analysis
  - leading companies
  - macroeconomic indicators
Passport

Includes reports and statistics on industries & consumer lifestyles worldwide

Full-Service Restaurants in Canada
COUNTRY REPORT | APR 2019

Table Of Contents
HEADLINES
PROSPECTS
Restaurant weeks are used to attract more customers
Plant-based dishes show promising prospects
The dining experience matters
COMPETITIVE LANDSCAPE
Cara Operations merges with Keg Restaurants
Lagging behind in the digital age
Asian chained restaurants expand into Canada
CATEGORY DATA

MARKET SIZES | Historical/Forecast | Foodservice Value RSP | CAD mn | Current Prices

Key:
- Related Analysis
- View Chart
- Company Shares
- Brand Shares
- Chained vs Independent
- Eat-In vs Delivery and To-Go Sales
- Food vs Drink Sales
- Online vs Offline Ordering
- Pricing
- Sales by Location

Change View

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Consumer Overview in Canada
Country Report | 10 Sep 2019

TOPICS COVERED ...
Life Priorities
Home Life
Working Life
Leisure
Health
Shopping
Technology
Statista

Includes millions of **statistics & reports** on thousands of topics from a variety of sources. Worldwide coverage.

**Browse** or **search** for country, consumer, company & industry info. Search results can be limited to Canada.
Canadian Trade (or Industry) Associations

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

- Use **Associations Canada** (directory)
  - Available in **PRINT** at Innis Library (Reference) - **2018** edition
  - Search the topical index in front of book to identify a relevant association
  - Also available **ONLINE** via **Canada’s Information Resource Centre** database – **2019** edition

- 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

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

Advocacy & News sections typically address issues related to that industry, particularly legal and regulatory ones.

Resources section usually includes latest statistics and research on the industry across Canada.

NOTE: Some association content may only be available for a FEE or for members only.
So How Do You Cite All this Stuff?

• Use the *Citation Guide For Business (Fall 2019)* exactly
  • Based on *Chicago Manual of Style, 17th ed.* (available [online](https://www.chicagoguidelines.org))

• Capture references as you research

• Do not copy URLs from the address bar 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!
COMM 2MA3 Slides and hot-linked Course Research Guide

Finding Canadian Business Information

Navigate to different sections of the guide using links on the left.

http://libguides.mcmaster.ca/commerce2ma3
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

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Thank You!