Research Resources for Introduction to Marketing

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Ines Perkovic
Business Librarian
McMaster University Library
During this session, you will learn ...

• How to find and use **industry codes**
• Identify companies and **competitors** in an 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**!
Course Research Guide

Finding Canadian Business Information

- Introduction to Marketing

Canadian company and industry resources.

- Course Information
- Library Slides

Company Directories
- Company Information and Financials
- Industry Classification Codes
- Industry Sources
- Market Share
- Political & Economic Environment
- Social & Demographic Environment
- Technological Environment
- Legal & Regulatory Environment
- Newspaper, Magazine & Journal Databases
- Citing
- How Library Stuff Works

- Navigate to different sections of the guide using links to the left.
- You will be prompted for your MacID when accessing the Library’s subscription resources.

This and other business research guides available here:
https://libguides.mcmaster.ca/sb.php?subject_id=130212
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.

Examples:
• candy (except chocolate), manufacturing
• chewing gum, manufacturing
• marshmallows, manufacturing ...

Exclusions:
• roasting, salting, drying, cooking or canning nuts and seeds (see 31191 Snack food manufacturing)
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?

• Businesses

• Academics & Researchers

• Government Policy Analysts
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 Students in this COMMERCE course

- Must include the Canadian NAICS code in your reports
- Must find the relevant Canadian 6-digit NAICS code for your industry
NAICS Canada 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.
Step 1: Key in your industry words in the search box

Example: Beer Brewing
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

**Breweries** - formal industry name

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

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

**All examples - 312120 - Breweries**
- 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)

**312120 NAICS code**
6 digit level

**Description of Industry**
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.

**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 cellular phone manufacturing, but select a code for telephone manufacturing (which excludes cellular)

**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 consumer oriented.
- 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 industry classification code (SIC and/or NAICS)

• **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: This database is produced by an American publisher and uses U.S industry codes. Canadian and U.S. NAICS codes should be the same up to 5 digits. Can be variation at 6 or more digits. All companies included in this source are located in Canada.
Canadian Business Database
Sample Results (Competitors) List
> 720 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>
<th>Record Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>948 Brewing Co LTD</td>
<td></td>
<td>104-541 Kingsview Way SE</td>
<td>Airdrie, AB</td>
<td>T4A0C9</td>
<td>(403) 948-2337</td>
<td>V</td>
</tr>
<tr>
<td>Alberta Hotel</td>
<td>Dave McQuaid</td>
<td>718 Main St</td>
<td>Pincher Creek, AB</td>
<td>T0K1W0</td>
<td>(403) 627-3830</td>
<td>V</td>
</tr>
<tr>
<td>Alley KAT Brewing Co</td>
<td>Neil Herbst</td>
<td>9929 60 Ave NW</td>
<td>Edmonton, AB</td>
<td>T6E0C7</td>
<td>(780) 436-8922</td>
<td>V</td>
</tr>
<tr>
<td>Amber's Brewing Co</td>
<td></td>
<td>449 Hunters Green NW</td>
<td>Edmonton, AB</td>
<td>T6R3C1</td>
<td>(780) 628-4516</td>
<td>V</td>
</tr>
<tr>
<td>Amber's Brewing Co</td>
<td></td>
<td>9926 78 Ave NW</td>
<td>Edmonton, AB</td>
<td>T6E1N5</td>
<td>(780) 628-4516</td>
<td>U</td>
</tr>
<tr>
<td>Annex Ale Project</td>
<td>Andrew Bullied</td>
<td>4323 1 St SE</td>
<td>Calgary, AB</td>
<td>T2G2L2</td>
<td>(403) 475-4412</td>
<td>U</td>
</tr>
<tr>
<td>Banded Peak Brewing</td>
<td>Colin Mclean</td>
<td>119-519 34 Ave SE</td>
<td>Calgary, AB</td>
<td>T2G1V1</td>
<td>(403) 283-5133</td>
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<tr>
<td>Becham's Pub</td>
<td></td>
<td>1137 17 Ave SW</td>
<td>Calgary, AB</td>
<td>T2T0B6</td>
<td>(403) 245-3046</td>
<td>U</td>
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<tr>
<td>Beer Factory</td>
<td>Patrick Spiwler</td>
<td>16 Rayborn Cres</td>
<td>St. Albert, AB</td>
<td>T8N4B1</td>
<td>(780) 470-2393</td>
<td>U</td>
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<tr>
<td>Big Rock Brewery</td>
<td></td>
<td>28 Terrace Pl NE</td>
<td>Medicine Hat, AB</td>
<td>T1C2A1</td>
<td>(403) 504-9271</td>
<td>V</td>
</tr>
<tr>
<td>Big Rock Brewery Inc</td>
<td>Wayne Arsenault</td>
<td>5555 76 Ave SE</td>
<td>Calgary, AB</td>
<td>T2C4L8</td>
<td>(403) 720-3239</td>
<td>V</td>
</tr>
<tr>
<td>Big Rock Brewery LTD</td>
<td></td>
<td></td>
<td>Red Deer, AB</td>
<td>(403) 346-3118</td>
<td></td>
<td>U</td>
</tr>
<tr>
<td>Blindman Brewing Inc</td>
<td>Matt Willerton</td>
<td>1-3413 53 Ave</td>
<td>Lacombe, AB</td>
<td>T4L0C6</td>
<td>(403) 786-2337</td>
<td>V</td>
</tr>
<tr>
<td>Brew Brothers Bre...</td>
<td>Tara Throp</td>
<td>607 11 Ave SW</td>
<td>Calgary, AB</td>
<td>T2R0E1</td>
<td>(403) 258-2739</td>
<td>U</td>
</tr>
</tbody>
</table>
Sample entry: Big Rock Brewery Inc
5555 76 Ave SE
Calgary, AB T2C4L8

Location Information
- Location Employees: 120
- Corporate Employees: 127
- Location Type: Headquarter
- Stock Ticker Symbol: BR

Business Demographics
- Location Sales Volume: Not Available
- Corporate Sales Volume: $46,057,000
- Credit Rating: Excellent
- IUSA Number: 05-407-4968

Business Expenditures
- Accounting: $1,000 to $2,500
- Contract Labor: $10,000 to $50,000
- Legal: $10,000 to $25,000
- Office Equipment & Supplies: Not Available
- Payroll & Benefits: $2.5 Million to $10 Million
- Rent & Leasing: $100,000 to $250,000
- Telecommunications: $5,000 to $20,000
- Advertising: $50,000 to $100,000
- Insurance: Not Available
- Management/Administration: $5,000 to $10,000
- Package/Container: Not Available
- Purchased Print: Not Available
- Technology: $2,500 to $5,000
- Utilities: Over $100,000
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 **industry 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

NOTE: Canadian Business Database uses U.S. SIC and NAICS codes. You should verify the industry codes & descriptions in the NAICS Canada manual and use those in your reports. For this example, the 6 digit NAICS code and industry name are the same ...

- 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 NAICS codes would you select given the following options?
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
When searching with industry codes, *keep in mind* that ...

- Companies may have **inconsistent** industry codes
- Companies can have **multiple** industry 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 a company that is **well known** and has a **national** presence
• Focus on a company where you have a **confirmed contact**
• **Avoid** a private company, a holding company, an income fund company & public institutions (e.g., universities)
• **Confused?** Use [Mergent Online](https://www.mergentonline.com) *(Basic)*, [Nexis Uni](https://www.nexisuni.com) *(Dossier)* and/or [Factiva](https://www.factiva.com) *(Companies/Markets)* to confirm company type and structure.
Mergent Online

Includes publicly traded companies worldwide. Search by company name, industry codes, country & more

Pick **International Company Database (Active)** to find *current* publicly traded companies in Canada (& elsewhere).
Mergent Online Company Profile
e.g., Indigo Books & Music – includes Company Details, Financials (in Excel), Reports (Annual, Broker) and more.
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 ...

Canadian Tire Corporation, Limited
You need to find ...

- current Canadian market share
- top 3 companies 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.
- companies can be public, private, Canadian, or international
- top 3 companies will not typically represent 100% of the industry
## Market Share Table Example

**Breweries in Canada 2019**

<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 **industry sales or revenue** 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

• **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)
  – **CPI.Q (Canadian Periodicals Index Quarterly)** (database)

Remember to look for Canadian content.
## 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
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 coloured letter indicates good coverage of that environment, e.g., PESTEL = economic
IBISWorld
Includes Industry Reports for Canada

Browse or Search for industry reports

Includes COVID-19 impact and assessment tools plus insights.

REPORT: How to Use IBISWorld Research in a PESTEL Analysis

Covers over 1,400 U.S., 430 Canadian, 52 Ontario & 73 global industries, many at the 5 digit NAICS level.
Sample IBISWorld Industry Report

Wireless Telecommunications Carriers in Canada

Report by: Eva Korinis | February 2020

Industry Performance

Key External Drivers

Per capita disposable income
Per capita disposable income determines Canadians’ ability to purchase goods or services. When per capita disposable income levels decrease, consumers are less likely to purchase a cell phone, subscribe to a mobile plan or upgrade their current level of service. Per capita disposable income is expected to increase in 2020.

Number of adults aged 20 to 64
Consumers aged 20 to 64 are most likely to use smartphones, and this trend is expected to continue. According to the report, the number of adults aged 20 to 64 has been consistently high, with a slight decrease in recent years. This information is based on data from 1980 to 2024.
The Liberal Party government, led by the prime minister, Justin Trudeau, secured a second term at the federal election in October 2019, but has lost its parliamentary majority. It will seek to negotiate legislation with other parties on a case-by-case basis. The coronavirus epidemic, coupled with a sharp fall in global oil prices, will send the Canadian economy into a full-year recession in 2020. The provinces that depend on oil production, such as Alberta, will be the most affected.

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**Economy**
- Canada's Q2 real GDP decline worst on record
  - We continue to forecast that the economy will contract by 5.8% in 2020, owing to fallout from the coronavirus pandemic.

**Geopolitics**
- CANADA UNITED STATES OF AMERICA
  - US re-imposes import tariff on Canadian aluminium
    - The Canadian government will retaliate against the US tariff, which could be extended to steel shipments from Canada.

**Policy**
- WORLD
  - Post-Covid recovery: which will be the fastest of the G20?
    - Many advanced economies will be back to pre-coronavirus GDP levels in 2022; emerging markets will take longer.

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**Politics**
- CANADA
  - Erin O'Toole becomes new Conservative Party leader
    - Mr O'Toole faces a crucial early test with a confidence vote on the Liberal government's throne speech due in September.

**Prices**
- CANADA
  - Headline inflation rebounds in June
    - Following an initial bounce-back, overall price pressures will remain subdued.

**Trade**
- CANADA
  - Trade deficit widens in January
    - The coronavirus outbreak will weigh heavily on export earnings in the next few months.

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**Briefing sheet**
- Canada: Country outlook
- Outlook for 2020-24: Forecast summary
- Canada--highlights: Business environment outlook
- Long-term outlook: The long-term outlook
- Data and charts: Annual trends charts
- Data and charts: Quarterly trends charts
- Data and charts: Monthly trends charts

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**NOTE:** Content is not necessarily industry specific.
Passport

Includes reports and statistics on industries & consumer lifestyles worldwide

Browse menus

Consumer Behaviour in Canada
Country Report | 12 Aug 2020

TOPICS COVERED ...
Home Life
Eating Habits
Working Life
Leisure Habits
Health
Ethics
Shopping
Technology

Sample reports and statistics

Table Of Contents
HEADLINES
PROSPECTS
Increased budget-consciousness and price hikes set to temper category expansion
Operators increasingly compelled to partner with third-party delivery apps
Menu innovation by chains remains focused on healthier and ethnic dishes
COMPETITIVE LANDSCAPE
Menu and packaging innovations central to strategic repositioning of Boston Pizza

Full-Service Restaurants in Canada
COUNTRY REPORT | APR 2020

Historical/Forecast

<table>
<thead>
<tr>
<th>Stats Type</th>
<th>Change Data Types</th>
<th>Category</th>
<th>Data Type</th>
<th>Unit</th>
<th>Current</th>
<th>Constant</th>
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<th>2023</th>
<th>2024</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Canada</td>
<td>Full-Service Restaurants</td>
<td>Foodservice Value RSP</td>
<td>GAD million</td>
<td>Current Prices</td>
<td>25,942.6</td>
<td>26,632.6</td>
<td>27,408.6</td>
<td>28,209.1</td>
<td>29,026.1</td>
<td>29,847.0</td>
</tr>
</tbody>
</table>

Research Sources:
1. Consumer Foodservice: Euromonitor from trade sources/national statistics
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.

Sample Reports
Canadian Trade (or Industry) Associations

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

- Use *Associations Canada 2020* (directory)
  - 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

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

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

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

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 2020) **exactly**
  • Based on *Chicago Manual of Style*, 17th ed. (available online)

• 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!
Research Help

• E-mail: library@mcmaster.ca

• Phone: 905-525-9140
  – ext. 22077 Mills Service Desk

• “Face to Face”
  – Virtual Help Desk via Zoom
  – Starts Sept. 14, 2020

• Live Chat/Text:
  http://library.mcmaster.ca/justask/