Business & Company Resource Center

- Browsing Industry Information
  - Click on Industry icon
  - Search for Industry Description by keyword, or browse NAICS codes
  - Important Tabs to explore (if available for your industry):
    - Industry Overview (subtabs Overviews and Market Research)
    - Rankings (subtabs Business Rankings and Market Share)
    - Associations
    - Company Profile

- Browsing/Searching for Articles
  - To browse the Subject Guide, click Articles icon, then enter search term and click Search button:
  - Drill down within a Subject—Narrowing by Subdivision is particularly useful:

- Searching for information on a specific company
  - Click on Company icon and type in company name, e.g., Kellogg
  - Note all of the Important Tabs to explore. Notice the Articles about this Company box on the left
  - Click the Financial Tab. Note: The “Compare to Major Competitors” checkbox. To find the SEC filing (10K), click on Financials Dashboard, SEC Filings, 10K Annual Reporting.
Switch to the Advanced Search

To browse the Subject Terms, select Subject in the dropdown menu, then click Browse subjects link

Type a term in the popup window field, and click find term—browse the subject terms and add relevant ones to your search:

Once you’ve performed a search, pay close attention to the “Suggested Topics” that appear with your results—you may wish to revise your search using a Suggested Topic:
**Factiva—Search** (*Only 6 users at a time can use Factiva—please **logout** when finished.)

- Use truncation, nesting, Boolean and/or proximity operators for more effective searching
- Click on Examples link for search tips

*Drill down w/in these to weed out tangential sources

**Drilling down**—click + to see, - to hide, and 📌 for more info about subcategories.

**Factiva—Companies/Markets**

- Click Companies/Markets tab:

- Click Company search:

- Type in company name:

**Company Snapshot**

- General Info: NAICS industry classification, key execs and financials
- News Briefs: Latest news, trade articles
- Peer Group: competitor info
**Business Source Premier**
Allows me to search by Company Profile, Country Report, Industry Profile and Market Research.

- Switch to the Advanced Search
- Click on **SWOT Analyses** (**Strengths**, **Weaknesses**, **Opportunities**, **Threats**) in the box on the right side

This can be searched either by **Industry** (Breakfast Cereal Manufacturing) or by **Company** (Kellogg).
**Searching the Web**

- Looking for demographics
  - **2008 Statistical Abstract** ([http://www.census.gov/compendia/statab/](http://www.census.gov/compendia/statab/))—great place to find summary statistics collected by the US Census Bureau, and look at the Source listed for a table of interest to perhaps dig deeper

- Looking for industry information

- Look at professional association websites
  - May be listed in Business & Company Resource Center under Associations tab
  - Try searching using a Google Advanced Search and limiting to .org sites

**A Print Source for Industry Information**


**Some possible keywords/keyword combinations...**

- “target markets” or “market segment*” or “niche marketing” or demographics or psychographics
- revenue or profit or sales
- “market shares” or “market segment*
- “consumer behavior” or “consumer attitudes” or “consumer spending” or “consumer expenditures”
- advertis* or marketing or “market strateg*” or “public relations” or “sales promotions”
- “sales forecasting” or “market potential” or future or “market analysis” or trends
- “statistical data”

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