



**Please note that the following information is available to guide you to appropriate resources. You will need to gather information from several resources to compile your report.*

1. Determine the Industry SIC or NAICS code
 - You will need to determine if the industry is itself the main industry classification or a subset of a larger industry.
 - Remember, the industry you select may not have an individual SIC or NAICS code, but may instead be contained within a larger industry. For example, a large natural health food grocery store such as “Whole Foods” falls in under the SIC “Miscellaneous Food Stores” (5499) or the NAICS “All Other Specialty Food Stores” (445299).
 - See the SIC/NAICS page for suggestions on how determine this information.
2. Points to consider when gathering information:
 - Current state: mature, growing or stagnate
 - Industry growth: increasing, declining or stagnate
 - Products or services (current and new)
 - Companies that lead the market in revenue and products and services
 - Current trends
 - Future forecast
 - Factors and threats that may affect the industry: recent natural disaster, political, war, present day trends, economic or technical.
 - Major consumers
 - Major competitors
 - Structure of the industry
3. Consider comparing industry and market data.
 - One way to do this is by going to the [Hoover's](#) database and typing in the name of a main player in your industry. When this company information appears, click on the “Comparison Data” link on the left menu. Here you can view financial and ratio comparisons of the selected company to the industry and market.

DATABASES

[America's Newspapers](#)

- Newspaper articles from 17 Ohio Newspapers. (*The Columbus Dispatch* is not found in this database. Please see LexisNexis database for *The Columbus Dispatch*.)

[Business and Company Resources Center](#)

- Includes related articles, financials, rankings, profiles and industry overviews.

[Business Source Complete](#) (formerly Business Source Premier)

- Journal and magazine articles and detailed company profiles including SWOT analyses.

[Business Source Premier \(New Searching Interface\)](#)

- Select “EBSCO Databases” and click on “Enhanced Business Searching Interface” under the entry for Business Source Complete.
- This new interface allows for easy searches in areas such as company profiles, SWOT analyses, trade publications, and industry reports.

[Conference Board](#)

- Full access to research and analysis, including forecasting and trending, management, marketplace, marketing and sales and business outlook.

[Factiva \(Dow Jones\)](#)

- Full-text coverage of *The Wall Street Journal*.
- “Listen to Article” audio feature.

[Hoover’s](#)

- Includes overviews, history, people, current and historical financials, market and industry, products, competitors, ratios, profiles and stock information.
- Annual reports.

[LexisNexis](#)

- Full-text newspaper and magazine articles including *The Columbus Dispatch*.

[Market Research.com Academic](#)

- Detailed market research.
- Search by product or industry. Find company information within an industry report. For example, in the Tea and Coffee Market report, specific data can be found for Starbucks.

[Mergent Online](#)

- Financials, ratios, histories, joint ventures and subsidiaries (when applicable).
- Annual reports.

[Morningstar](#)

- Stock and fund information

[Standard & Poor’s](#)

- Company and industry information. Includes S&P 500.
- Type in company name or industry and click on “Industry Surveys.”

[Thomson Research](#)

- Financials, ratios, filings and tear sheets.
- Annual reports.

[ValueLine](#)

- Financial quotes, news, charts, ratings and ranking, and industry information.

INTERNET SITES

[Annual Survey of Manufacturers: U.S. Census Bureau](#)

- Manufacturing statistics for industry groups and industries from the Annual Survey of Manufactures (ASM).

[Industry and Research Desk](#)

- Helpful pointers for company and industry research.

[Industries at a Glance](#)

- U.S. Department of Labor, Bureau of Labor Statistics.

[Industry Economic Accounts](#)

- U.S. Department of Commerce, Bureau of Economic Analysis.

[Industry Series Reports](#)

- Links and Schedules by Sector.
- U.S. Census Bureau.

[Industries Statistics](#)

- U.S. Census Bureau.

[Manufacturing, Mining, and Construction Statistics](#)

- U.S. Census Bureau.

[Occupational Outlook Handbook](#)

- U.S. Department of Labor.

[Ohio County Information](#)

- Ohio Department of Development.

[Statistical Abstract of the United States](#)

- Use the index to find your industry.

[Thomas Register](#)

- Company and industry information. (Requires free registration.)

[Valuation Resources – Industry Information Resources](#)

- Most information is available free but some information is for “members only.”

PRINT MATERIALS (All available through Franklin University library)

[Business Rankings Annual](#)

[Business Statistics on the Web](#)

- See chapter 12 (“Your Competitive Advantage: Estimating Company Numbers You Can’t Get”) for detailed guidelines for collecting and outlining company and industry data. Tips on how to compile information even when you can not find firm statistics.

[Encyclopedia of American Industries](#)

[Encyclopedia of Emerging Industries](#)

[Manufacturing and Distribution USA](#)

[Market Share Reporter](#)

[Standard & Poor's Ratings Guide](#)

TRADE ASSOCIATIONS

[American Society of Associations Executives Directory of Associations](#)

[Associations by Industry](#) (Google Directory)

[Associations on the Net](#) (Through Internet Public Library)

[The Directory of Trade and Professional Associations in the European Union](#) (eBook)

[FITA](#) (The Federation of International Trade Associations)

[International Trade Administration](#)

[Trade Associations](#) (Yahoo! Directory)

[Valuation Resources – Industry Information Resources](#)

- Most information is available free, but some information is for “members only.” Click into the appropriate industry for a list of associations.

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