Industry Resources

Listed below are resources for Industry information…

All databases are available by clicking "Articles and Databases" then "Databases by Name" from the library home page. Click on the letter that corresponds to the first word of the database name.

Preferred Resources

- Standard and Poor's
  - Provides Industry and Global Industry surveys, economic briefs, forecasts and calendars, as well as Industry in Focus information and Stovalls' Sector Watch and Card.
- Mergent Online
  - Financial information for publicly traded companies. Includes business summary, stock information, ratios, annual reports, and financial statements.
- MarketResearch.com Academic
  - Market intelligence and industry analysis providing full market research reports.

Additional Resources

Databases:

- Factiva
  - For "Industry snapshot" and "Peer Competitors" information, first access the database, then click on the "Companies/Markets" tab and select "Industry".
- Conference Board
  - Find economic research including the "The Conference Board Economics Watch" monthly report.
- Faits
  - Provides IT related marketplace overviews.
- Business and Company Resource Center
  - Search for individual companies or industry overviews. SWOT analyses available for most companies. Click "financials" tab to view income statement, balance sheet, cash flow and ratios.

Web Sites:

- 1987 Standard Industrial Classification (SIC) system
  - U.S. Securities and Exchange Commission| Division of Corporation Finance: Standard Industrial Classification (SIC) Code List is the federal standard numbering system identifying companies by industry. [Being replaced by NAICS]

- 1997 North American Industry Classification System (NAICS)
  - U.S. Census Bureau | North American Industry Classification System (NAICS) is the standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy.
- SIC to NAICS Crosswalk
  - Will translate SIC to NAICS.

OTHER STANDARDS TO CONSIDER:

- Global Industry Classification System (GICS)
  - Developed by MCSI and Standard and Poor's to provide an accurate world-wide standard outlining general sectors to the sub-industry level.
- The Standard International Trade Classification
  - United Nations Statistics Division | Standard International Trade Classification is used to analyze international merchandise trade.

Books:

- Gale (2008). *Encyclopedia of American industries* . Millerton, N.Y. : Grey House Publishing.
  - Library Call # 338.4767 E56
  - Also available as an ebook in the Electronic Book Center database.
- Friedman, J.(2000). *Dictionary of business terms.* Hauppauge, NY : Barron's Educational Series.
  - Available as an ebook in the NetLibrary database.
- Downes, J. (2010). *Dictionary of finance and investment terms.* Hauppauge, NY : Barrons's Educational Series.
  - Library Call # 332.03 D7582d

Recommended Steps

The following steps are recommended for beginning your Industry research.

STEP ONE: Determine the industry SIC or NAICS code.

- Use the websites provided above or the industry code can also be determined from research databases such as; Hoovers and Standard and Poor's.

STEP TWO: Consider the following points when gathering information:

- Identify types of information required for your assignment or project.
- 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 (economic or technical).
- Future forecast.

- Factors and threats that may affect the industry, such as: natural disaster and political strife.
- Major consumers.
- Major competitors.
- Structure of the industry.

STEP THREE: Compare industry and market data.

- Option A: Use the Factiva Database.
  - For “Industry snapshot” and “Peer Competitors” information, first access the database, then click on the “Companies/Markets” tab and select “Industry”.
- Option B: Use the Mergent database.
  - Either search by industry or type in the name of the main player in your industry. When this company information appears, click on the “competitors” tab. From there you can download a competitors report, research each company listed more in-depth and/or read current articles related to results.