



Here are some quick resources to help you get to know your industry, your competitors, and your associates.

Identify Your Industry

- The NAICS is the North American Industry Classification System (NAICS). See the Census Bureau's NAICS Website <http://www.census.gov/epcd/www/naics.html> to identify your industry.
- Standard Industrial Classification (SIC) codes – the 4-digit numbers widely used to classify business activities. Use OSHA SIC <http://www.osha.gov/pls/imis/sicse arch.html> For example, the SIC code for furniture stores is 5712.

Find Industry Surveys, Overviews and Reports

Library Resources

<http://poudrelibraries.org>:

- Business Source Premier has U.S. and international market research and industry reports .
- Small Business Resource Center
- Encyclopedia of American Industries (on order)
- Encyclopedia of Emerging Industries
- Encyclopedia of Global Industries (on order).
- Hoover's Handbook of Industry Profiles
- Hoover's Online Free <http://www.hooveronline.com/free>
- Hoover's Company and Industry Reports (CSU Libraries, in-library use only)
- Investext Plus (CSULibraries, in-library use only).
- Standard & Poor's Industry Surveys (CSU Libraries, in-library use only).

- U.S. Economic Census – Industry Series Reports
<http://www.census.gov/econ/census02/guide/INDSUMM.HTM>

Free Online Resources

- Alacra Industry Spotlights.
<http://alacrawiki.com>
- Market Research Library
<http://www.export.gov/mrktresearch/index.asp> U.S. Commercial Services.

Locate Current News and In-depth Articles about the Industry

(Library <http://www.poudrelibraries.org/research/databases-business.html> :

- Business Source Premier is an excellent source for articles on both U.S. and international companies and industries.
- Small Business Resource Center provides full-text articles from leading business and trade magazines and journals.
- Wall Street Journal covers all major industry developments.

Industry Websites and Trade Associations

- <http://www.business.com>
- <http://www.industrylink.com> links to industry websites.
- AltaVista, Google, LookSmart, Yahoo, and others can easily identify relevant sites.
- Industry Information Resources <http://www.valuationresources.com/IndustryReport.htm> for links to the major industry and trade associations and publications.

Business-to-Business Marketplace

(B2B): These are website that facilitate e-commerce, keeping members up-to-date on news and issues that concern their industry

- <http://www.jayde.com>
- <http://www.b2btoday.com>
- Google and other Internet search engines and directories identify industry sites.

Make a List of Leading Companies (Rankings)

- Business Source Premier
- Hoover's Online
- Riley Guide to Business Rankings:
<http://www.rileyguide.com/busrank.html#rank>
- Ward's Business Directory (CSU Libraries in-library use only)

Find Market Share Data

- Business Source Premier (Use "Market Share" as a subject heading)
- Market Share Reporter presents market share data on over four thousand companies, and 2,500 products, facilities, and brands. Several entries are usually available under each industry.
- Small Business Resource Center (Use "Market Share" as a subject heading)

Gain Some Industry Insight

The Form 10-K is the annual report that U.S. public companies must file with the Securities and Exchange Commission (SEC). In the Business Overview Section (Item 1—Business), companies are required to discuss the nature of competition in their industry

- Hoover's Online
- SEC's EDGAR
<http://www.sec.gov/edgar.shtml>
- Value Line Online
<http://www.poudrelibraries.org/research/databases-business.html>

Compare Company/Industry Norms and Financial Ratios

- To purchase detailed, online, exportable financial reports, go to: Thomson One Banker Analytics, Factiva, OneSource, and Hoover's Online.
- Print sources available through the Poudre River Public Library District: RMA Annual Statement Studies Financial Ratios and Benchmarks and RMA Industry Default Probabilities and Cash Flow
- CSU Libraries subscribe to Dun & Bradstreet's Industry Norms and Business Ratios and Standard & Poor's Analyst's Handbook.

For more information, go to the Poudre River Public Library District website:
<http://poudrelibraries.org>.

Always keep <http://www.biztoolkit.org> as one of your Google favorites.

Go to:
<http://library.fcgov.com/adult/business/> for online copies of the following Resource Guides:

Business Plans
Company Information
Economic Gardening
General Business Questions – "How Do I?"
General Investment Questions – "How Do I?"
Industry Information
Industry Information in Ten Steps
Information Sources for Business Startup
Information Sources for Nonprofits
Investment Research Online and Free
Legal Structure for a Business
Library and Online Resources to Help with Your Business Plan
Marketing Research and Resources
Marketing Research Online and Free

Questions?

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