

# GETTING STARTED WITH INDUSTRY RESEARCH

Where to look in Library databases, resources and websites for common industry research topics

What do you need?	<a href="#">BMI research</a>	<a href="#">Business Source Complete</a>	<a href="#">Factiva</a>	<a href="#">Hoovers</a>	<a href="#">IBIS World</a>	<a href="#">Market line</a>	<a href="#">Passport</a>	<a href="#">ProQuest Business</a>	<a href="#">Simply Map</a>	<a href="#">Thomson One Investext</a>	Other York Library databases & resources
Industry classification codes (for precise searching in Library databases)											<a href="#">Industry Guide</a> ; <a href="#">NAICS classification scheme</a> ; <a href="#">SIC classification scheme</a>
Top 3-5 competitors in an industry (country-specific)	✓		✓		✓	✓	✓				<a href="#">Industry Guide</a>
All competitors in an industry at city/province/country level				✓							<a href="#">Industry Guide</a>
Specialized industry reports (on products, services, trends, data, etc.)	✓				✓	✓	✓			✓	<a href="#">Industry Guide</a>
<i>Reports on IT &amp; Emerging Tech industries</i>			✓		✓	✓					<a href="#">Gartner Intraweb Industry Guide</a>
<i>Reports on Natural Resources industries</i>	✓				✓	✓	✓			✓	<a href="#">Industry Guide</a>
<i>Reports on Health industries</i>	✓			✓	✓					✓	<a href="#">Industry Guide</a>
<i>Reports on Consumer Products &amp; Services industries</i>					✓	✓	✓			✓	<a href="#">Industry Guide</a>
SWOT and/or Five Forces Analysis	✓					✓				✓	<a href="#">Industry Guide</a>
Financial performance indicators			✓	✓							<a href="#">Bloomberg &amp; Key Business Ratios</a> <a href="#">Additional resources</a>
Scholarly, trade & newspaper articles (useful analysis, especially for niche & emerging industries)		✓	✓					✓			<a href="#">Business Articles Guide</a>
Industry corporate social responsibility information		✓	✓					✓			<a href="#">Sustainalytics</a> <a href="#">Business Ethics Guide</a>
Additional statistics & data									✓		<a href="#">Data Research Guide</a>

Can't find what you're looking for?

Check out the other resources in the Business Research at York Toolkit, or ask a librarian!