



Resources for Entrepreneurship at the Library (COMM 320)

Concordia University Libraries

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Today's Presentation

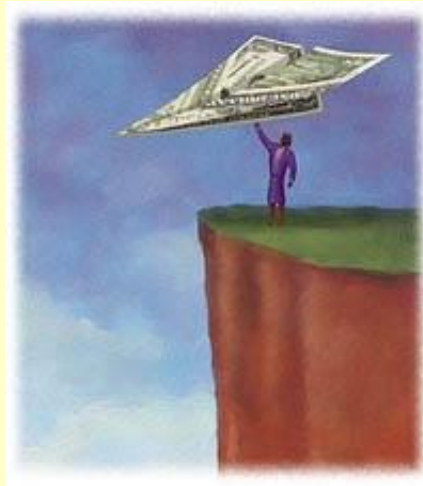
Outline

- Library Services: getting your Library PIN
- Review of resources helpful for a Business Plan:
 - **Industry analysis** ⇒ get info about your business sector
 - **Market analysis** ⇒ info about your target market
 - **Competitor analysis** ⇒ who your competitors are
 - **& More**



Research Guide

- [Entrepreneurship research guide](#)
 - This web page will point you to resources useful for all aspects of business research.





Small Business Information

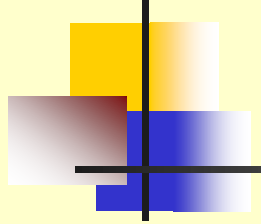
- Sources: government, associations, market research companies, journals, newspapers, specialized databases
- Rarely perfect
- Currency is important but...



Research Prep

- Prepare: write down synonyms and terms related to your topic and keep track of new ones you come across.
- For example, to find information about *maid services* you might also have to search:
 - Domestic services
 - Cleaning services
 - Homemaker services
- Check narrower and broader categories:
shoe store ⇒ apparel/clothing industry ⇒ retail industry
- Think of related industries





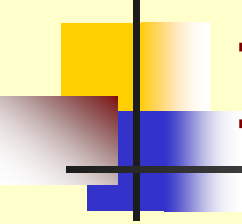
INDUSTRY INFORMATION



Industry Information

- Can help you to determine
 - Structure
 - Size
 - Seasonality
 - Segments of the industry
- Help you with the financial plan
- [Research Guide](#)





Industry Classifications

- Government system for classifying business activities
- Most current system: NAICS (North American Industrial Classification System)
 - 72 = Accommodation and food services
 - 7223 = Special Food Services
 - 72231 = Caterers
- Why look up your NAICS code?
 - Some sources require it (Gov't & Directories)
 - Helps to understand how you fit into industry
 - Can help direct your information search

See [Research Guide](#)



Industry Ratios & Benchmarking Data

- **SME Benchmarking Tool**

- Industry averages for Canadian businesses making \$30,000 to \$5,000,000 in revenue
- Organized by 2-6 digit NAICS code
- Provides average income statement, balance sheet (for incorporated businesses), ratios (for incorporated businesses) for each industry it covers
- [Research Guide](#)

Industry Analysis – Sources & Statistics

Some places to look:

- Industry related associations & organizations
→ to find data, stats, contacts, directories,
links to other related organizations



Canadian Tourism
Commission

Commission canadienne
du tourisme

Canada

About CTC

Markets

Research & intelligence

Resources for Industry

Tourism 2010

Research & intelligence



Share



Industry Analysis – Sources & Statistics



- Commercial sites/databases
 - Example: Business Source Complete

A screenshot of the Business Source Complete search interface. The page features a header with the logo and text "Business Source Complete powered by EBSCOhost". Navigation links include "Sign In", "Folder", and "Pre". Below the header are links for "New Search" and "Database Help". The main search area has three tabs: "Basic Search", "Advanced Search", and "Visual Search". The "Advanced Search" tab is active, showing a search form with three rows of input fields. Each row starts with a "Find:" label, followed by a text input field, a dropdown menu set to "in", and another dropdown menu labeled "Select a Field (optional)". The first two rows have "AND" dropdown menus between the input fields. Below the rows is an "in:" label, a dropdown menu labeled "Additional Databases", and a "Search" button. A "Clear" button and a "Search Tips" link are also present. The text "(Searching: Business Source Complete)" is displayed above the search buttons.

- Government sites, ex: Statistics Canada, Industry Canada
 - Example: Statistics Canada's the Daily
- More on [Research Guide!](#)



Industry analysis - Articles

Articles can lead you to info about:

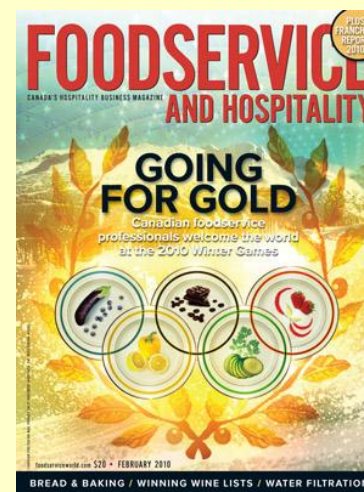
- New products & technology
- Current industry news
- Competitors
- Market trends ...

See [guide](#)



Trade Journal Articles

- Audience are business people
- Track industry trends, key players, changes in regulations, markets, new technology & products
- Trade journals exist for an extensive number of services and Products, Ex:
 - Women's Wear Daily
 - Nation's Restaurant News
 - Bodyshop
(collision repair professionals)
- Trade Journal page





Article Databases

Good starting points

- *ProQuest Business Databases*
 - ProQuest Combined Canadian
 - More of a focus on Canadian content
- **New Database:**
 - Business Source Complete
 - Includes market research and industry reports
- More on Research guide!

[Databases selected:](#) Multiple databases...

Advanced Search

Tools: [Search Tips](#) [Browse Topics](#)

<input type="text"/>	Citation and abstract ▼
AND ▼ <input type="text"/>	Citation and abstract ▼
AND ▼ <input type="text"/>	Citation and abstract ▼

[Add a row](#) | [Remove a row](#)

[Search](#) [Clear](#)

Database: [Select multiple databases](#)

Date range:

- Limit results to:
- Full text documents only
 - Scholarly journals, including peer-reviewed [About](#)

ProQuest

- Basic
- Advanced**
- Topics
- Publications
- My Research
0 [marked items](#)

Databases selected: Multiple databases...

Advanced Search

Tools: [Search Tips](#) [Browse Topics](#) [1 Recent Searches](#)

"bed and breakfast"

AND industry or market

AND

[Add a row](#) | [Remove a row](#)

Database: Multiple databases...

Date range: All dates

- Limit results to:
- Full text documents only
 - Scholarly journals, including peer-reviewed

- Citation and abstract
- Citation and document text**
- Abstract
- Author
- Classification code
- Column
- Company/Org
- Corporate author
- Dateline
- Document feature
- Document ID
- Document language
- Document text
- Document title
- Document type
- Image caption
- Location
- NAICS code

Search



[multiple databases](#)

Results – powered by ProQuest® Smart Search



Suggested Topics [About](#)

Bed & breakfast inns	Bed & breakfast inns AND Restaurants
Bed & breakfast inns AND Hotels & motels	Bed & breakfast inns AND Hospitality industry
Bed & breakfast inns AND Tourism	Bed & breakfast inns AND Vacations
Bed & breakfast inns AND Travel	Industry AND Market research

[< Previous](#) | [Next >](#)

259 documents found for: ("bed and breakfast") AND (industry or market) >> [Refine Search](#) | [Set Up Alert](#)  | [Create RSS Feed](#) 

[All sources](#) | [Scholarly Journals](#) | [Magazines](#) | [Trade Publications](#) | [Newspapers](#) | [Reference/ Reports](#) | [Dissertations](#)

Mark all  0 marked items: [Email](#) / [Cite](#) / [Export](#)  [Show only full text](#) Sort results by:

- 1. [Research and Markets: 2010 U.S. Hotels & Motels Industry Report](#)
Anonymous. Leisure & Travel Week. Atlanta: Nov 21, 2009. p. 85
[Abstract](#) | [Full text](#)

- 2. [Research and Markets: 2009 Worldwide Bed & Breakfast Inns Industry Report Features 2009 Current and 2010 Forecast Estimates on the Size the Industry](#)
Anonymous. Journal of India. Atlanta: Sep 1, 2009. p. 52
[Abstract](#) | [Full text](#)

- 3. [The California Hotel & Lodging Association: The California Hotel & Lodging Association Education Foundation Recognizes Donations From Handlery Foundation and Don Johnson, CHA](#)
Anonymous. Leisure & Travel Business. Atlanta: Jul 5, 2009. p. 30
[Abstract](#) | [Full text](#)

- 4. [Rocky Mountain High](#)
Anonymous. Successful Meetings. New York: Apr 2009. Vol. 58, Iss. 4; p. 80 (2 pages)
[Abstract](#) | [Full Text - PDF](#) (1 MB)

- 5. [What's on the menu?](#)
David Jacobs. The Greater Baton Rouge Business Report. Baton Rouge: Mar 24, 2009. Vol. 27, Iss. 16; p. 32

Reach for the Top

[Jerry Tutunjian](#). [Canadian Grocer](#). Toronto: [Jun/Jul 2005](#). Vol. 119, Iss. 5; pg. 52, 4 pgs

Abstract (Summary)

The "chocolate is good for your health" trend is another factor spiking total chocolate and high-end chocolate sales. Media has given wide exposure to recent scientific research that attaches positive attributes to chocolate. "Chocolate contains high amounts of flavonoids, a plant compound that helps protect the heart. Chocolate also contains natural serotonin, a well-being chemical and antioxidants known for their many positive long-term health benefits, says John Rowsome, president of [Confectionery Manufacturers Association of Canada \(CMAC\)](#).

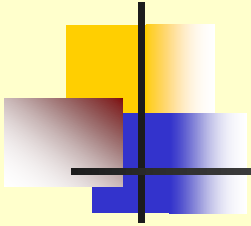
Within the high-end chocolate category one of the most popular is dark chocolate. On a percentage basis in Canada [dark chocolate has grown on a double-digit pace](#). Perhaps it's a matter of taste or is once again related to health. "Since chocolate is good for you, the purer version (higher cocoa content) must be even better" is a popular-but scientifically unproven-assumption. Thus, chocolate can be seen as a positive lifestyle choice rather than "just" food. Some chocolate consumers are moving to dark chocolate as part of an improved lifestyle.

The [boxed chocolate segment has experienced a 6% growth in sales in the past year](#). In addition to the reasons cited above for the increase in chocolate sales, boxed chocolate sales have spiked partly due to attitude changes following the tragedy of 9-11. "Boxed or assorted chocolate sales have soared as the focus on family and friends has re-emerged in recent years since the 9-11 tragedy," says Rowsome. As well, in the last few [Christmas-New Year seasons the industry has witnessed grocery and mass merchandisers take 3% share from drugstores. However, drugstores represent 47% of the boxed chocolate market outside of the Christmas selling season.](#)

Indexing (document details)

Subjects: [Retail sales](#), [Chocolate](#), [Trends](#), [Grocery stores](#), [Merchandising](#)

Classification Codes [9172 Canada](#), [8390 Retailing industry](#), [7000 Marketing](#)

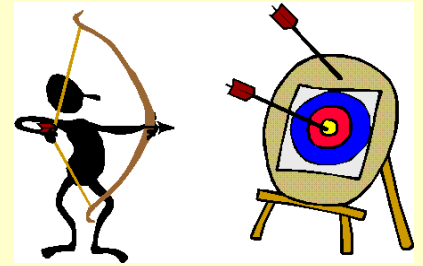


Step 2

MARKET ANALYSIS



Market Analysis



The following resources will help in getting to know your market, including:

- Trends
- Consumer data
- Spending patterns
- Demographics
- See [Research Guide](#)



Market Analysis –

PMB Print Measurement Bureau

- This database will provide data on **Canadian** markets for many goods & services
- It can answer the following questions:
 - **Who is my target market?**
 - **What age group is most interested in my product or service?**
 - **What brands do people tend to buy?**
 - **Who are my major competitors?**
- [Research Guide](#)

Make sure to select a "2-year Database", so as to get the larger sample size



PMB **Change Survey**

Current User: PMB Client for PMB

PMB 2009 Fall - 2 YR DA

Step 1 of 2: Click on , then select an item

- Favourites
- Demographics
- Readership (Generic)
- Television (Specific)
- Television (Generic)
- Radio (Generic)
- Internet (Generic)
- Other Media
- Quintiles/Media Impe
- Personal Care, Health
- Cosmetics, Women's P
- Automotive
- Travel
- Business
- Finance
- Real Estate, Home Imp
- Apparel; Shopping, Mis
- Home Electronics, Pers
- Leisure, Restaurants, T
- Candy, Snacks
- Beverages
- Alcohol
- Groceries
- Household Products, P
- Children's Products
- Personal Characteristi
- Retail

PMB 2009 2-year Fall Database

Survey Overview

Fieldwork period:	April 2007 <input type="checkbox"/> March 2008 & April 2008 <input type="checkbox"/> March 2009
Age range:	12+
Universe size (000):	28,703 (Canadian Population)
Sample size:	24,841

For more information about PMB, please visit our website at: www.pmb.ca

Copyright PMB 2009

% vert: **Vertical percentage**. Provides percentage of your market represented by a segment. Ex: percent of hotel and motel customers who are in a particular age bracket

% horz: **Horizontal percentage**. Provides percentage of a particular segment that has been captured. Ex: percent of an age category that have been to a hotel or motel in the last 12 months



Demographics - Hotels and Motels: Stayed At In Past 12 Months

	Total	Yes	% vert	% horz	index
	(000)	(000)			
Total					
All Respondents	28,703	12,486	100.0	43.5	100
Age:					
12-17	2,591	1,087	8.7	42.0	96
18-24	3,147	1,414	11.3	44.9	103
25-34	4,524	2,225	17.8	49.2	113
35-44	4,945	2,410	19.3	48.7	112
45-54	5,262	2,480	19.9	47.1	108
55-64	3,789	1,635	13.1	43.1	99
65+	1,115	485	3.8	43.5	94

PMB Predicts that:

8.7% of Hotel & Motel customers are between 12-17 (% vert)

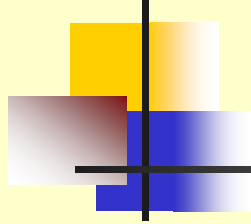
44.9% of 18-24 year olds visit hotels and motels in a 12 month period (% horz)



Market Analysis

CANSIM II (Statistics Canada)

- Canadian Socio-Economic Information Management System
- Provides Canadian social & economic related statistics, incl. *household spending*
- Data obtained can be manipulated online and displayed as tables or graphs



Subset selection

Table 203-0003^{1,2,8,10}

Survey of household spending (SHS), household spending on shelter, by province and territory, annual (2016 series)

Definitions, data sources and methods: Survey of Household Spending - [3508](#)

Categories: [Household spending and savings](#); [Household characteristics](#)

View [latest article from The Daily](#) related to this table.

View list of [online catalogue products](#), many of which may be **free**, related to this table.

Note: You **must** select at least one item from each one of the lists below. To select more than one item, [see the Help text](#).

Geography (14 items)

Select all

Deselect all

View checklist and footnotes

Prince Edward Island
Nova Scotia
New Brunswick
Quebec
Ontario

Household spending, shelter (36 items)

Select all

Deselect all

View checklist and footnotes

Electricity, water and fuel for owned vacation home
Other expenses for owned vacation home
Traveller accommodation
Hotels and motels
Other accommodation away from home

Statistics (4 items)

Select all

Deselect all

View checklist and footnotes

Average expenditure (dollars)
Percent of households reporting
Estimated number of households reporting
Median expenditure per household reporting (dollars)

Reference period:

Note: By default, only data for the most recent year available will be retrieved (this reduces the amount of data and download time). You may use the lists below to select a different time frame.

From: To: (Annual data)

Retrieving Data

Example:
Household spending
on hotels & motels
in Quebec

Displaying Tables

CANSIM

Table 203-0003^{1,2,8,10}

Survey of household spending (SHS), household spending on shelter, by province and territory, annual

Survey or program details:

Survey of Household Spending - [3508](#)

Statistics¹⁰=Average expenditure (dollars)

Household spending, shelter =

Statistics =

[Refresh table](#)

Household spending, shelter=Hotels and motels

Statistics¹⁰=Average expenditure (dollars)

Geography	2001	2002	2003	2004	2005	2006	2007
Canada ³	290	308	295	337	364	486	464
Quebec	216	221	201	263	221	344	298
Ontario	283	335	337	359	418	538	504

For this example an “HTML Table, time as rows” was selected



Market Analysis

- For demographic data see:
 - Census Canada
 - City of Montreal website
 - FP Market Canadian Demographics
 - [Research Guide](#)

Market Analysis –

Global Market Information Database (GMID)



- Reports for many consumer markets
 - Includes statistics & analysis
 - Company profiles of major players
- Provides *Consumer Lifestyle Reports* for most countries, including Canada
 - Includes information on various consumer segments: tweenagers, baby boomers, etc.

GMID

Concordia University
GMID - Global Market Information Database

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Leisure and lifestyles
Population and people
Transport

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Enter search term here
More text search options

LOG OFF

HELP


Welcome, Guest

Japan Airlines Faces Uncertain Future



Japan Airlines is brinkering on the verge of collapse as its latest request for a financial bailout from the newly elected Japanese government was rejected. The airline is also seeking...

Local Burger Chains Holding Their Own



While McDonald's position as the world's dominant burger fast food chain remains unassailable, a number of innovative local players have staked out strong, sometimes leading positions in their home markets....

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Note Please Read

You now have full access to search the system.

You have the option to create a profile through the log in box above. By creating a profile you will have the ability to save searches and access all functionalities of the system.

Please contact the Account Manager listed below if you require additional assistance and/or training in navigating the system.

Your Account Team

[Matthew Carty](#) +1 (312) 922 1115 x8254

Technical Support

Americas

Americas.Support@euromonitor.com
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Latest Reports

- Flavours in Confectionery in Spain
- Amazon.com Inc in Retailing
- Car Rental - Taiwan
- Flavours in Sweet and Savoury Snacks in Spain

Report type 1: Market Research Reports

Reports



▼TABLE OF CONTENTS

- HEADLINES
- TRENDS
- HOTELS
- COMPETITIVE LANDSCAPE
- PROSPECTS
- SECTOR DATA

▼REPORTS

Travel Accommodation - Canada



RELATED INFORMATION

Industry Reports

- Car Rental - Canada
- City Travel Briefing - Amsterdam
- City Travel Briefing - Bog
- City Travel Briefing - Mac
- City Travel Briefing - Mex City

Travel Accommodation - Canada

20 Aug 2009

HEADLINES

- Travel **accommodation** grew by half a percent in terms of bed nights in 2008, while value sales increased by over 8%
- Hotels were able to make gain overseas inbound tourists.
- Chained hotels was the fastest motels was the fastest growing
- Average sales per outlet grew
- Competition is very intense independent hotels present.
- Overall volume growth, in term period, while value sales are e

TRENDS

- Value sales through hotels cor American tourists; high oil price US tourists, many hotels arou Some were available through well as general deals for any t in drawing in those that that d **accommodation** industry wa in American tourists.

Table 9 Forecast Travel Accommodation Sales by Sector: Value 2008-2013

C\$ million	2008	2009	2010	2011	2012	2013
Hotels	11,361.3	10,616.6	11,189.1	11,330.3	11,612.1	12,028.6
- Chained hotels	7,512.1	7,103.9	7,426.7	7,500.2	7,671.9	7,954.0
- Independent hotels	3,849.2	3,512.8	3,762.4	3,830.1	3,940.2	4,074.6
Other travel accommodation	2,106.4	2,110.4	2,181.5	2,168.6	2,176.4	2,194.2
- Campsites	25.5	25.7	25.9	26.0	26.2	26.4
- Chalets	85.1	86.1	92.4	90.7	92.8	95.4
- Guesthouses	106.0	104.9	109.7	107.6	107.8	111.8
- Hostels	17.9	18.2	18.9	18.8	19.1	19.3
- Motels	1,640.1	1,650.4	1,697.8	1,690.9	1,694.8	1,702.6
- Private accommodation	79.8	80.4	82.2	82.2	82.2	84.0
- Self-catering apartments	68.6	62.6	70.2	70.6	71.2	71.6
- Other other travel accommodation	83.4	82.2	84.3	81.7	82.2	83.0
Total	13,467.7	12,727.0	13,370.6	13,498.9	13,788.5	14,222.7

Source: Euromonitor International

Report type 2: Consumer Lifestyle Reports

Concordia University
GMID - Global Market Information Database

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My Home >
Reports

TABLE OF CONTENTS

- STRUCTURE OF THE REPORT
- CONSUMER TRENDS
 - An Increasing Need for More Babies in Canada
 - Immigration Alone Cannot Reverse The Ageing Population
 - Canada's Economy Could Get A Boost From Its Wealthiest Demographic
 - Health and Wellness Industry Continues To Grow
- POPULATION
 - Population Changes
 - Population by Gender
 - Population by Marital Status
 - Population by Education
 - Population by Rural/urban Areas
- CONSUMER SEGMENTATION

REPORTS

- Consumer Lifestyles - Canada

Consumer Lifestyles - Canada

20 Jan 2009

STRUCTURE OF THE REPORT

This report forms part of the report series that complements the Euromonitor International Countries and Consumer Database. Each country profile is structured under the following sub-headings:

- Consumer trends
- Population
- Consumer segmentation
- Household profiles
- Household segmentation
- Labour
- Income
- Consumer expenditures
- Eating habits
- Drinking and smoking
- Fashion
- Housing and associated costs
- Household goods and services
- Health
- Personal grooming
- Education
- Transport
- Communications and the Internet
- Leisure and recreation
- Eating out
- Banking and financial services



Competitor analysis



- Yellow pages can be good for retail and food services
- **D&B Million Dollar Database:** new database covering 1,2 million Canadian companies
- Associations may include directories of member companies
- Business literature may also be helpful
- See [Research Guide](#)



More on the Research Guide

- Sources for:
 - Rules, Regulations & Licenses
 - Guides to Starting a Business (see the *Business Plans Handbook*)
 - Advertising Sources
 - Export/Import Resources

Business Plan Recap

Industry Analysis:

- Determine your industry classification
- Look at industry and trade Associations/Organizations
- Look at Industry Reports & Sources of Data (ex: Industry Canada)
- Look at Articles in trade journals, magazines and newspapers

Market Analysis:

- Look for Market Reports (ex: Global Market Information Database)
- Look for consumer information (ex: PMB (target market), Global Market Information Database (Canadian Market), CANSIM II (for spending))
- Look at Articles in trade journals, magazines and newspapers

Competitor Analysis:

- Look at Business Directories (ex: D&B Million Dollar Database)
- Look at Articles in trade journals, magazines and newspapers
- Company Websites

If competitor is a public company, don't forget annual reports & other public filings

Marketing Plan & Strategies:

- See **Advertising Sources** in the Entrepreneurship Research Guide

Financial Plan:

- See **Industry Ratios & Benchmarking Data** in the Entrepreneurship Research Guide



Things to Remember

- Give yourself time to research
- Help is available
 - <http://library.concordia.ca/help/questions/>
- You are also welcome to set up a meeting with me for you or your group:
 - Andrea.harland@concordia.ca



What to do now?!

- Find your NAICS
- Locate the relevant report in SME Benchmarking Tool
→ this will be good for your financial report
- Find a relevant government organization or trade association or trade journal → they may lead you to industry data/stats, directories, contacts, regulations
- Try searching the *Industry Sources* for relevant reports, ex: Global Market Information Database
- Try searching for articles on your business or industry or market, etc. ex: try using Business Source Complete