

# **RESEARCH GUIDE** **MARKETING**

George Mason University Libraries

***Sources listed in this research guide are located in Fenwick Library unless otherwise stated.***

In Marketing Research there are several basic things that should be kept in mind. Every product is manufactured by a **company**; that company is part of an **industry**; and that product will have some **share of the market**.

**Company Information Research Guide** will provide resources on the history and financial information about your company. (Private companies and subsidiaries of large publicly owned companies may present a challenge.)

Information on privately held companies is limited to directory type information. Subsidiary information **may** be located through **Compustat** or in **SearchBank** in the **General Business File ASAP**

**Industry Information Research Guide** will provide resources for evaluating the industry as a whole. In many cases information may be provided for your specific industry. Industry information will be in many cases listed under **SIC CODE** (Standard Industrial Classification Code).

**SIC** Codes were developed by the U.S. government to define individual industries and specific trades within them. SIC categories are broken down into either four or seven digit code numbers that identify industries in terms of products manufactured or functions performed.

Marketing research can consist of both primary and secondary resources. Primary research is long and involved process of devising and processing the information gleaned from questionnaires and market surveys. Secondary market research available here in Fenwick and other libraries can be gathered and tabulated much more efficiently and in a fraction of the time.

If you have a brand name product, but do not know what company manufactures it check:

**International Trade Names Dictionary  
Brands and Their Companies  
Trade Names Dictionary  
Standard Directory of Advertisers** (Tradename Index)

**REF HD 69. I58  
REF T223 V4 A25  
REF T223. V4 A22 1976  
REF HF 5805 S69**

## **COMPETITION**

**U.S. Industry and Trade Outlook** presents information on U.S. industries, how these industries affect the U.S. economy and the world export market. Each section provides estimates of nearterm growth for major sectors of the economy.

**Reference Reserve C 61 .48**

**Survey of Current Business** provides articles on national, regional, and international economic activities and related topics which reflect the Bureau of Economic Analysis work and involvement. In addition to these articles, a wide variety of information concerning business cycle indicators is included. **REF HC 101 .A13**

**Standard & Poor's Industry Surveys** overview of the industry itself and then a break down by the major competitors with financial Industries are divided into **52** broad topics and give an information about each. (Older editions of S & P Industry Surveys have only 22 industry sections) **REF HC 106.6 .S74**

**Value Line** Analyzes and rates some 2000 stocks in 94 industries according to 23 key investment factors. Balance sheets, income statements, ratios, quarterly and per share figures are included. (Back issues since 1969-1979 on microfilm and 1980-present on microfiche in Periodicals/Microforms). Current issues **REF RESERVE HG 4501 .V3**

### **MARKER SHARE**

**Market Share Reporter** 1991-present. is a compilation of market share reports from periodical literature that provide relative strength of participants in a market. **Fenwick Reference HF5410 .M35**

**Articles** containing information/statistics on product or company **market share** can be searched in several of the Business databases. Combine **market share** with the name of a product or the name of a company in a key word search. General BusinessFile ASAP and ABI/Inform are excellent databases for this type search.

<http://ers2000.gmu.edu/sql/subdb.php?Business>

## **STATISTICAL SOURCES**

**Almanac of Business and Industrial Financial Ratios** compares the industry as a whole as well as corporations of similar size. Information is provided for companies with zero assets up through those with assets of \$250,000,000 and over. Charts include: financial ratios: current ratio, quick ratio, net sales to new working capital, coverage ratio, asset turnover, and total liabilities to net worth are included. **REF HF 5681 R25 T68**

**American Statistics Index** provides access to all of U. S. government statistical publications. ASI will also provide information on industry and labor statistics many of which can be accessed by the SIC code already identified. Example subjects: **Advertising**; Business Machines and Equipment; Candy and Confectionery Products; Computer Industry and Products; Liquor and Liquor Industry; **Market Research** Motor Vehicles; Pharmaceutical Industry; Toys and Games; **Sales Promotion**. **INDEX HA 202 .A69**

**American Statistical Index** is also available through on the Library's Databases as **Statistical Masterfile**.

<http://library.gmu.edu/resources/databases.html>

**Industry Norms and Key Business Ratios** contains typical balance-sheet figures by SIC group.  
**REF HF 5681 R25 I525**

**Robert Morris Associates Annual Statement Studies** (RMA) – disseminates industry financial information to commercial lenders, loan administrators, and other institutions in the financial services industry. It also serves to compare an individual business to a general nationwide financial profile of its industry. RMA provides information on contractors for: 1) industrial buildings and warehouses and 2) nonresidential buildings, but does not cover noncurrent-carrying wiring devices.

**REF HF 5681 B2 R6**

**Standard & Poor's Analysis Handbook** provides statistical data on selected industry groups and their relationship to the Standard & Poor's Price Index. Statistics include: sales, operating profit, profit margin, depreciation, income taxes, cash flow, earnings, dividends, prices, price earnings ratio, dividend yields, book value, working capital, and capital expenditures.

**REF HG 4519 S772**

**Statistical Reference Index** provides access to statistics from private organizations and State And local government agencies on industry, business, and finance. Example subject headings: 1) Clothing and Clothing Industry; 2) Computer Industry and Products; 3) Economic Indicators; 4) Electronics Industry and Products; 5) Food and Food Industry; 6) Food Stores

**INDEX HA 217 .S83x**

**Statistical Reference Index is also available through the Library's Databases as Statistical Masterfile.**

<http://library.gmu.edu/resources/databases.html>

**CENSUS PUBLICATIONS** see **ECONOMICS RESEARCH GUIDE**

**PERIODICAL SOURCES AND INDEXES** see **Library Catalog for available databases.**

## **PROMOTION**

The **Standard Directory of Advertisers** volume 1 **Business Classifications** table of contents lists **Index of Company Names**. Each entry provides a description of the company, its approximate sales and the number of employees. Advertising expenditures and the type advertising is listed by codes which are listed at the bottom of the page. The codes are: 1) Daily Newspapers; 2) Weekly Newspapers; 3) Consumer Magazines; 4) Business Publications; 5) Outdoor (Posters, Transit); 6) Foreign; 7) Direct Mail to Consumers; 8) Direct Mail to Business Establishments; 9) Premiums, Novelties; 10) Catalogs; 11) Theater and Spectator Events; 12) Network Radio; 13) Spot Radio; 14) Network Television; 15) Spot Television; 16) Exhibits (Shows, Industry, Films); 17) Product Samples; 18) Yellow Page Advertising; 19) Point of Purchase; 20) Newspaper Distribution Magazines; 21) Co-Op Advertising; 22) Audio/Visual; and 23) Cable Television.

Listings of Business Publications can be located through **Gale Directory of Publications and Broadcast Media**. Volume 3 contains an index of subject specialty publications. Entries for the publications under both headings are arranged geographically and give the item number for locating the complete bibliographic information in the main volumes.

An additional Gale publication provides access to newsletters. **Newsletters in Print** can be accessed by title, subject, or publisher. Information included: title, publisher, address and telephone number, as well as an abstract about the publications aims.

## **DIRECTORY SOURCES**

**Directory of Corporate Affiliations**

**Encyclopedia of Associations.**

**National Trade and Professional Associations of the United States**

**Thomas Register of American Manufacturers**

May provide directory type information for subsidiaries.

**REF HG 4057 A219**

**REF AS 22 E5**

**REF HD 2425 D5**

**REF T 12 T6**

Both will provide the name, address, telephone number, contact person, as well as an overview of the organization. Publications by the organizations are also listed with each entry.

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