

When Dreamers Meet Reality....



Where Are The Numbers?

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Dreamer's Stage

- ◆ **Experiences**
- ◆ **Opportunities**
- ◆ **Looking for something to**
 - **Follow the trend**
 - **Create new trend**
 - **Solve problems**



Inventor's Stage

- ◆ **Putting ideas to work**
- ◆ **Technology**
- ◆ **Skills**
- ◆ **Creativity**
- ◆ **Add values and benefits for users**



Entrepreneur's Stage

- ◆ **Link ideas with opportunities, resources and teamwork**
- ◆ **Research on market situation, industry norm, target customers, competitions, vendors, investors, organization issues, etc.**



Market Research – **what is going on in the market?**

◆ **I need information about:**

Background and History of Industry

Current Issues Affecting the Industry

Employment in Industry (number employed, payroll, trends, etc.)

Industry Financial Norms and Ratios (typical balance sheets, income statements, and expenses; ratios of liquidity, efficiency, leverage, profitability)

Industry Forecasts and Outlook (expected growth and trends)

Inputs (raw materials) and Outputs (products)

Regulations Affecting the Industry

Size of Industry (sales, number of establishments, etc.)

Top Companies in the Industry

Trade and Professional Associations



Company Information

◆ **I need the following information:**

Advertising Agency and Expenditures

Annual Report and Securities and Exchange Commission (SEC) Filings

Company Brands/Products

Company Directory Information (name, address, phone, etc.)

Company Financial Information (sales, profit, assets, shares outstanding, etc.)

Company History

Competitors

Corporate Affiliations (parent companies and subsidiaries)

Market Share

Mission Statement

Number of Employees in Company

Officer and Executive Names

A decorative graphic in the top-left corner featuring several dice of different colors (white, black, red) and sizes, some showing different faces. A thick red horizontal line is positioned above the main title.

Marketing/Advertising

◆ I need information about

Advertising Agencies

Advertising Campaigns

Brands, Logos, and Trademarks

Consumer Surveys/Psychographics (consumer behavior, expenditures, confidence, etc.)

Demographics

Market Share and Rankings

Media (directories, circulation data, and advertising price rates)



Let's Start Data Mining

- ◆ www.census.gov
- ◆ <http://www.census.gov/epcd/cbp/index.html>
- ◆ <http://www.ibisworld.com.ezproxy.uvm.edu/launch.aspx>
- ◆ <http://www.bls.gov/cex/>
- ◆ <http://www.bls.gov/>
- ◆ <http://www.energy.gov/>



Printed Materials at UVM

- ◆ **Source to Check:** *Encyclopedia of associations*
Where to Find It: Bailey/Howe Reference Desk
(1st Floor)
Call Number: AS8 .E5
Format: Printed Material (book, report, etc.)
Description: A directory of national organizations. Use the keyword index to find associations related to your business; then try to find the association's Web site for industry information and statistics.



- ◆ **Source to Check:** *Manufacturing & distribution U.S.A.*
Where to Find It: Bailey/Howe Reference Index Shelf
(1st Floor)
Call Number: HD9724 .M364
Format: Printed Material (book, report, etc.)
Description: Provides information on 460 industries in manufacturing and wholesale and retail trade, plus an analysis of the general state of manufacturing. Organized by NAICS codes, it includes data on establishments, employment, production, leading companies, inputs/outputs.



- ◆ **Source to Check:** *Small business profiles : a guide to today's top opportunities for entrepreneurs*

Where to Find It: Bailey/Howe Reference Stacks (1st Floor)

Call Number: HD2346.U5 S6377

Format: Printed Material (book, report, etc.)

Description: This two-volume set covers crucial aspects of business start-up, including costs and expected profits, marketing and advertising, nature and size of the industry, and more.



- ◆ **Source to Check:** *Standard & Poor's industry surveys*
Where to Find It: Bailey/Howe Reference Index Shelf
(1st Floor)
Call Number: HC106.6 .S74
Format: Printed Material (book, report, etc.)
Description: Profiles 52 industries twice a year, including current environment, industry trends, marketing issues, management concerns, key players, financial data and ratios. Check prior years' editions if your industry isn't covered in the current three-volume set.



- ◆ **Source to Check:** *U.S. industry & trade outlook*
Where to Find It: Bailey/Howe Reference Index
Shelf (1st Floor)
Call Number: HC101 .U543
Format: Printed Material (book, report, etc.)
Description: Describes 54 industries, their effect on the U. S. economy, and their place in the global marketplace. An older source that provides historical perspective.



◆ **Source to Check:** *Occupational outlook handbook*

Where to Find It: Bailey/Howe Reference Stacks (1st Floor)

Call Number: HF5381 .U62

Format: Printed Material (book, report, etc.)

Description: Provides essays on over 300 occupations. Each essay includes job outlook and employment data--which can be used to determine the size and expected growth in an industry.



- ◆ **Source to Check:** *Advertising red books. Advertisers, business classifications*

Where to Find It: Bailey/Howe Reference Stacks

Call Number: HF5805 .S712

Format: Printed Material (book, report, etc.)

Description: Features data on over 16,900 companies that spend at least \$50,000 on national/regional advertising, providing company address, SIC/NAICS codes, a short business description, advertising expenditures, media used, agencies employed and products/brands handled.



◆ **Source to Check:** *Brands and their companies*

Where to Find It: Bailey/Howe Reference
Stacks (1st Floor)

Call Number: T223 .V4 A22

Format: Printed Material (book, report, etc.)

Description: Alphabetical listing of more than 425,000 current and defunct consumer brand names, including product description and manufacturer or distributor. Also includes company names and contact information.



◆ **Source to Check:** *Hoover's handbook of American business*

Where to Find It: Bailey/Howe Reference Index Shelf
(1st Floor)

Call Number: HG4057 .A28617

Format: Printed Material (book, report, etc.)

Description: Offers various lists and rankings along with profiles of 750 major U.S. companies (mostly public). Profiles include a company overview and history, executives, address, key competitors, historical financial data, products, and stock history.



◆ **Source to Check:** *Encyclopedia of consumer brands*

Where to Find It: Bailey/Howe Reference Stacks (1st Floor)

Call Number: HF5415.3 .E527

Format: Printed Material

Description: Includes essays highlighting 600 of the most popular brands in America, discussing how a product originated and was first marketed, how it evolved, and how it fares compared with its competitors. Includes brand logos and photos.