Expected to be in your final project:

- Company information
  - Your company, competitors, B2B customers
- Industry information
  - Operating environment, annual changes, supply chain, success factors, barriers
- Consumers
  - Demographics, purchase behavior, media preferences
- Product and brand information

Professional Information Tools

- Find credible, quality-controlled information
- The same resources as used in business

Where are library resources?

Best place to start:

- Library Home
- Library Guides
- Marketing

Consumer behavior: Simmons OneView

- National and local consumer survey
  - What problems do they have?
  - What solutions are they looking for?
  - Use this to support your research

You can create a Quick Report

Or a robust Crosstab

- Which is basically a spreadsheet
Prepackaged company reports

- Business Source Complete
  - Use More > Company Profiles (in addition to Company Information)
- Nexis Uni
  - Go to Business and find the Company Dossier

Prepackaged industry reports

- IBISWorld
- Business Premium Collection
  - Use the Advanced Search and select Industry Reports from the Document Types area
  - Then use the choices on the left to refine your results

Find company & industry reports

Find B2B Customers

- ReferenceUSA
- Very sophisticated business search engine

Articles in periodicals

- Find out what the media, researchers, and others are saying about
  - Industries
  - Companies
  - Products
  - Consumers

Lots of books!