



Research Wizard Business Intelligence Brief

"Finding Good Information and Making it Better"

Market Intelligence

Successful companies know their marketplace. Tulsa City-County Library resources cover every aspect of market intelligence - from industry analysis and competitor intelligence to customer prospecting. All of the following are available at no cost on a self-help basis. Companies and individuals also have the option of hiring a professional researcher through the library's Research Wizard service to access these systems on their behalf.

Industry Data & Trends

These resources have most of the market data you will need for industry background and analysis. Start with First Research for a focused look at your own company's market. If your product or service is aimed at consumers, Demographics Now will help pinpoint your best market.

- **County Business Patterns** – Compile number of firms, number of employees and payroll by NAICS at state and county levels for all industries. U. S. Census Bureau. www.census.gov/econ/cbp/
- **Demographics Now** – Pinpoint your market by lifestyle. Contains most of the basic market data you will need for end user customers. *Online at www.tulsalibrary.org*
- **First Research** – Full text individual market studies for over 700 different kinds of businesses. *Online at www.tulsalibrary.org*
- **OneSource (ReferenceUSA)** - Premium market research reports with industry trends, forecasts and market size. Includes SWOT analysis of leading companies in the industry. *Online at www.tulsalibrary.org*
- Small Business Market Research Snapshots and market research links. <http://www.sbdnet.org/category/small-business-research-reports>

Competitors & Customers

These online company directories will give you sales, number of employees and contact information on every company in the U.S. and in many foreign countries. You can build your own custom database of competitors and customers with these robust systems. They can also be mined for company counts and market analysis.

- **ReferenceUSA U.S. Businesses** – Create a tailored list of companies to fit your market from this directory of all U.S. companies. *Online at www.tulsalibrary.org*
- **MDDI Global Reach (D&B)** – Get exclusive details on every company in the U.S. Build your own database of competitors and customers to match your market. Calculate market share by industry & geography. *Online at www.tulsalibrary.org*
- **ReferenceUSA U.S. LifeStyles** -- Create a mailing list of consumers by their lifestyle, hobbies or interests. *Online at www.tulsalibrary.org*
- **ReferenceUSA U.S. New Business** - Find new companies formed during the past two years. Limit your search to companies added to the system in the last month, the past six or nine months, or by date range. *Online at www.tulsalibrary.org*

Markets in the News

Newspapers and trade journals can be the first place to go for current market information. Look for articles about your competitors in local papers and search trade magazines for up-to-date coverage of markets in your industry.

- **America's Newspapers** – Discover what local papers say about the companies in their towns. Coverage includes the Tulsa World. *Online at www.tulsalibrary.org*
- **Newspaper Source Plus** – Locate articles on companies and industries in regional newspapers, and television & radio transcripts. *Online at www.tulsalibrary.org*
- **Business Source Premier** – Read about companies and markets in the full text of articles indexed in this database. *Online at www.tulsalibrary.org*
- **PR Newswire** – Find news releases just as they are issued by companies, some of which never get into a newspaper. www.prnewswire.com.

Specialty Sources

Your best information source may be a trade association, a university study, or a government document. Look for nuggets of information in "white papers" published by industry experts on the Internet. In your favorite search engine, enter descriptive terms for the niche and "white paper."

Do companies in your market contract with the federal government? Is there a trade association for your industry? These resources can help.

- **Encyclopedia of Associations** – Locate trade associations that may publish data for their industries. Search for key words on their websites such as: **DATA, FACTS, STATISTICS, PUBLICATIONS** or **RESEARCH**. *At Central Library*
- **Directory of Business Information Resources** - Identify trade journals, trade associations, industry tradeshows and other venues. *At Central Library*
- **System for Award Management (SAM) & SBA Dynamic Small Business Search** – Find registered government contractors and registered small businesses in these two databases. <https://www.sam.gov/portal/public/SAM/> and http://dsbs.sba.gov/dsbs/search/dsp_dsbs.cfm
- **U.S. Patent & Trademark Office** – Search the full text of patents & discover potentially competitive products. www.uspto.gov.

Research Wizard will select the best resource and complete your research project for you.

Research Wizard Business Intelligence Brief

Tulsa City-County Library System
400 Civic Center
Tulsa, OK 74103

Phone: 918-549-7431
Fax: 918-549-7433
Email: wizard@tulsalibrary.org

"Customizing Information
to Meet
Your Business Needs"

