Industry Information

Use this worksheet in conjunction with the online instruction guide: http://libguides.babson.edu/leveraging

Find industry reports, key industry players, and North American Industry Classification System (NAICS) codes. Collect the following pieces of information to start developing a portfolio of information about your chosen industry:

**IBISWorld** report

*Title of report: ________________________________
*

*Key companies in the industry: ________________________________
*

**NAICS code**

*NAICS Code(s): ________________________________
*

Industry overview in **Plunkett Research Online**

*Title of industry page in Plunkett: ________________________________
*

*Related industries listed in Plunkett: ________________________________
*

Industry profile in **Business Insights: Essentials**

*Title of industry report in Business Insights: Essentials: ________________________________
*

*Industry Associations: ________________________________
*

Industry profile in **First Research**

*Title of profile: ________________________________
*

Use **Capital IQ** to identify executives in your industry—and possible Babson alumni—for networking. Write some names here to look up on LinkedIn or in the Babson Alumni Directory. Also keep track of any contact information you find, what degree program they completed, etc.:

____________________________________________________________________________
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____________________________________________________________________________
Search for articles about the industry from newspapers, magazines, journals, and trade publications. Search the following databases with your industry name or NAICS code.

- **Business Source Complete (EBSCOhost):**
  
  *Titles of articles found:*
  
  ________________________________  ________________________________
  ________________________________
  ________________________________

- **ProQuest:**
  
  *Titles of articles found:*
  
  ________________________________
  ________________________________

- **Factiva:**
  
  *Titles of articles found:*
  
  ________________________________
  ________________________________
  ________________________________

Create a list of companies in your industry of choice using **Company Dossier** or **AtoZ Databases**. You can search by NAICS code and geographical region, then the list export to Microsoft Excel.

*How many companies did you find that you’d like to investigate?* ________________________________

**If you are interested in working for a global company, you can...**

Search for **Foreign Firms Operating in the United States**, or **American Firms Operating in Foreign Countries**

*Firms:* ________________________________

Search **Business Monitor International** for country forecasts and industry reports

*Country reports found:* ________________________________

*Industry reports found:* ________________________________
Questions you should be able to answer after you do this research:

- What about this industry appeals to you?

- Why do you want to work in this industry?

- What are the best role(s) for someone with your experience, skills, and interests?

- What can you offer a potential hiring manager?

- What companies will you pursue and why?

- What are the industry’s biggest challenges?

- What are the industry’s biggest opportunities?

- Do you have any contacts who are working (or have worked) in the industry?

- What has your industry been appearing in the news for, either negatively or positively?