Example: You are a supplier of “soft” flooring products to child care centers.

**COMPANY RESEARCH**

*Hoover's Online*
Provides basic information on a company.

**INDUSTRY TRENDS**

*First Research*
Covers U.S. industry reports.
Watch this demonstration [video](#)

**COMPETITION AT THE U.S. AND LOCAL LEVEL**

*Hoover's Online*
Get a list of companies based on defined parameters. Examples of parameters could be SIC/NAICS code and geographical region.
Watch this demonstration [video](#)

Besides child care centers, think about other products/services that will also compete with your customer such as nannies, churches, afterschool programs etc. These represent potential leads for you to follow up on.

**CONSUMER RESEARCH AT THE U.S. AND LOCAL LEVEL**

*Passport*
Provides U.S. consumer trends and lifestyle information. Also provides consumer, demographic and economic data.

*Ohio County Profiles*
Provides demographic and economic data at the local level.
PUBLICATIONS AND BROADCAST MEDIA

Willing’s Press Guide  Dunbar Ref Bookcase 3, PN4889 W5

World Radio TV Handbook  Dunbar Ref Bookcase 3, TK6540 W67

Carol Fang / August 2018