INDUSTRY RESEARCH

Example: Automobile industry in the U.S.

PESTEL ANALYSIS
Research the industry by examining political, economic, sociocultural, technological, environmental and legal factors.

Business Source Complete
Provides PESTEL analysis for the U.S.
Watch this demonstration video

First Research
Provides U.S. industry reports.
Watch this demonstration video

Mergent Online
Provides world regional industry reports which include sections on specific countries such as the U.S.
Watch this demonstration video

FIVE FORCES ANALYSIS
Research the industry by looking at the following “forces”: buyers, suppliers, new entrants, substitutes and competitors.

Business Source Complete
Provides U.S. industry reports which address the Five Forces Analysis.
Watch this demonstration video

**First Research**
Provides U.S. industry reports.
Watch this demonstration video

**Mergent Online**
Provides world regional industry reports which include sections on specific countries such as the U.S.
Watch this demonstration video

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**LOCATING ARTICLES**
In addition to extracting information from the above reports to write up your own PESTEL or Five Forces Analysis, you should locate articles to support and expand on your analyses.

**Business Source Complete**
Provides articles from academic journals, general business magazines and newspapers.
Watch this demonstration video (sample topic: intellectual property in the U.S. automobile industry)

**Factiva**
Provides articles from newspapers (e.g. Wall Street Journal, New York Times, Washington Post) and trade magazines.
Watch this demonstration video (sample topic: intellectual property in the U.S. automobile industry)

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**CITING YOUR BUSINESS SOURCES**

**How To Cite Guide**

Carol Fang / January 2019