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

COMPANY RESEARCH

Mergent Intellect
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

Mergent Intellect
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 / January 2019