MARKETING PLAN PROJECT

My example: Winds Café in Yellow Springs, OH

COMPANY/ORGANIZATION RESEARCH

Company/organization website

Mergent Intellect
Includes brief information on local companies.
Watch this demonstration video

Factiva
Covers business trade and news publications including local news.
Watch this demonstration video

INDUSTRY TRENDS

First Research
Covers U.S. markets.
Watch this demonstration video

COMPETITION

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
CONSUMER RESEARCH

Ohio County Profiles
Provides demographic and economic data at the local level.

CASE/INDUSTRY ANALYSIS

My example: Procter & Gamble

Passport
Provides industry reports for U.S. and foreign consumer and industrial markets.
Watch this demonstration video

First Research
Provides industry reports for U.S. consumer and industrial markets. Each report has an International Insights section that briefly looks at the market from a global perspective.
Watch this demonstration video

Carol Fang / April 2019