

Using Plunkett Research



Plunkett Research provides analyses of industry trends, including finances, markets, technologies, deregulation, research/development and globalization. Each industry's data is organized in unique, easy-to-use tools. Covers 40 industry centers from Advertising/Branding to Wireless, Cellular and Wi-Fi.

Strengths

- Easy-to-access, easy-to-understand, easy-to-use information
- Includes market research and trends, company profiles, association/organizations, statistics, videos, glossaries.
- Useful tools and job openings for job seekers.
- Build a custom report.
- Can be used for
 - Industry-specific analysis, research and competitive intelligence
 - Business plans/market research
 - Sales prospecting/business development
 - Technology research & development
 - Training and education
 - Economic development/international trade
 - Job search/recruiting/placement

Weaknesses

- Industry Research Centers are very broad.
- Large public companies only

Printing/downloading:

- Printing is allowed within reasonable limits.

Using Plunkett Research

1. Go to the Library's website: <http://www.poudrelibraries.org/>
2. Link to **Research** tab
3. Once you're in the **Research** page, choose the **Business and Finance** link
4. Home or office users: at this point you'll be asked for your last name and borrower's card number.
5. Once you're in Plunkett Online, you can choose to research an **Industry** or a **Company**
6. For Industry research, drop down and link to an industry of interest to you, **Retail**, for example or any other industry listed in the dropdown menu.
7. Each Industry profile includes **Market Research and Trends; Companies and Executives; Industry Associations; Statistics; Video** on that Industry and more. In **Retail**, link to **Market Research and Trends**.
 - a. What three negative trends might affect a new boutique in downtown Fort Collins?
 - b. Under **Select Topic**, drop down until you find a link to Fast Fashion. How would your boutique compete with the concept of Fast Fashion?
 - c. What does LOHAS stand for?
8. Link to **Statistics** at the top of the **Market Research** page
 - a. Drop down to Retail and Food Service Sales by Kind of Business 2009-2014. What is the North American Industrial Classification (NAICS) code for Women's Clothing Stores?
 - b. Did sales drop or increase from 2013-2014? How does this affect your plans for a boutique?
9. Return to the **Home**. Link to **Company Research**.
10. Search a certain company (try JJill or H&M)
 - a. Did sales drop or increase from 2012 to 2014? How does this affect your plans for a boutique?
11. Return to **Retail Industry Research Center**. Link to Company and Executives. Select **Search** to search ALL companies in that category.
 - a. Is American Eagle Outfitters a private or public company?
 - b. Did their sales grow or decline between 2012 and 2014?
 - c. Scroll through to De Beers, Inc. Click on the company name. How many retail brands do they own?
12. Return to the Home page. Link to **Job Seekers Resources and Tools**. Link to **7 Keys to Employer Research**.
 - a. How do you best use the library for job seeking?
12. Return to the Home page. Check out a few of their **Tutorials!**

Poudre River Public Library District Business Center website:

<http://read.poudrelibraries.org/adult/business/>

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