



Plunkett Research Online Database Summary

Plunkett Research Online makes it easy for the general business person or job seeker to readily access and understand the most vital trends within given industries. Job seekers have access to quality company information and job openings.

Details

- Plunkett Research Online 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 32 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, export company contacts, export association/organizations, statistics, associations/organizations, glossaries.
- Useful tools and job openings for job seekers.
- User can quickly build a custom report based on trends, statistics, company profiles, contacts and glossaries for his/her industry.
- 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

- Information appears overwhelming on first try.
- Industry Research Centers are very broad.

Printing/downloading

- Printing is allowed within reasonable limits. Up to 50 articles may be downloaded per day.

**Poudre River Public Library District subscribes to this database: <http://read.poudrelibraries.org/adult/business/>



Using: Plunkett Research Online

<http://www.poudrelibraries.org/research/databases-business.html>

1. Go to the Library's website: <http://www.poudrelibraries.org/> (or, Google Poudre River Library District)
2. Link to **eResources** (top bar)
3. Once you're in the eResources page, link to **Business and Investments** (left side bar) or drop down to **Plunkett Research Online**.
4. At home or your office, at this point you'll be asked for your last name and borrower's card number.
5. Once you're in **Plunkett Research Online** home page, go to **Industry Research Center**.
6. Link to **Retail** or any industry you choose.
7. A good place to start for each industry is by clicking on **Market Research and Trends**.
 - a. What three negatives might affect your new boutique in downtown Fort Collins?
 - b. Under **Select Topic** (at the top of this page), drop down until you find information on lifestyle centers and shopping malls. Would it be better to locate your store in Front Range Village?
 - c. What does LOHAS stand for?
8. Return to **Retail Industry Research Center**. Click on **Statistics**.
 - a. Drop down to **Retail and Food Service Sales by Kind of Business U.S. 2001-2009**. What is the North American Industrial Classification System code for **Women's Clothing Stores**?
 - b. Did sales drop or increase from 2008-Sept. 2009? How does this affect your plans for a boutique?
9. Return to **Retail Industry Research Center**. Click on **Company Reports**. Select **View All Companies**.
 - a. How many people does Best Buy employ in the U.S.? Did their sales grow or decline between 2008-09?
 - b. Scroll down to DeBeers, Inc. Click on the company name. How many stores worldwide do they run?
10. Return to the **Home** page. Link to **Search for Employers**. Now, link to mid-size companies. Look up the companies in **Women's Apparel** retailing (Hint: Drop down the NAICS code box). Now, scroll down until you reach **Operates in these regions**. Click on the West U.S. Continue to scroll, check the box for retail sales and (for example) sales training. Hit **Find It!**
 - a. Does Ann Taylor hire advertising professionals?
 - b. Is Chico's hiring any positions at the present?
11. Go to the top of the job seekers resource page, link to **Job Trends** at the top.
 - a. What are some of the effects of Globalization? (Hint: Drop down for the report)
 - b. Go back to the top, link to **Job Market Statistics**.
 - i. How many people 16+ are unemployed?
 - ii. What is the percentage change for unemployed teenagers from 2009 to 2010?
12. Return to the **Home** page. Take a look around the home page. The link to the **Market Research** page gives a good overview of industry information you'll need for market research.

Poudre River Public Library District Business and Nonprofit Resource website: <http://read.poudrelibraries.org/adult/business/>