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Using Your Local Library

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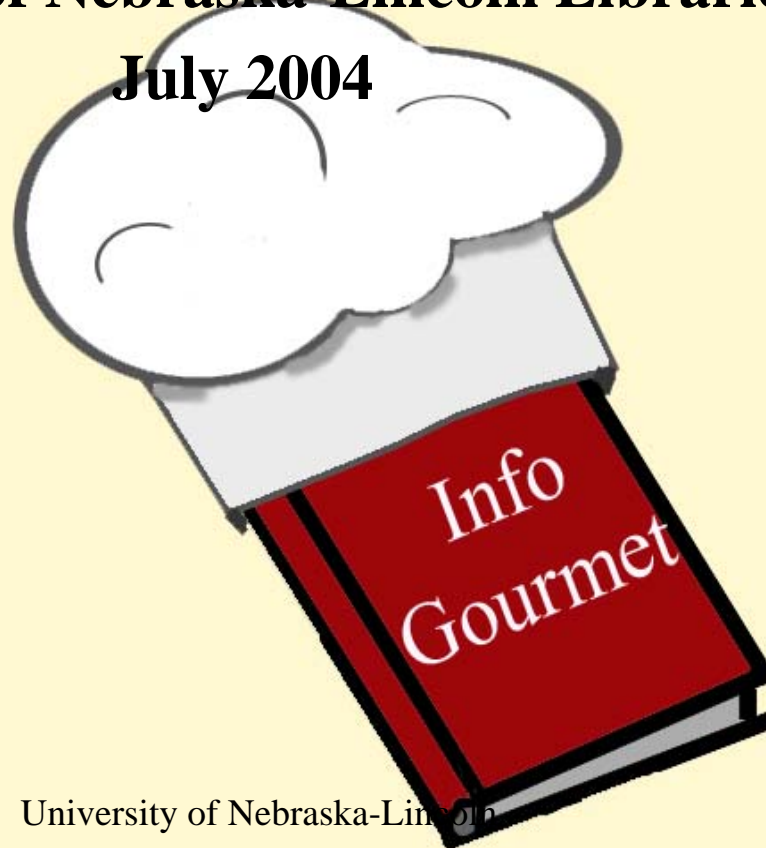
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Using Your Local Library

Tracy Bicknell-Holmes

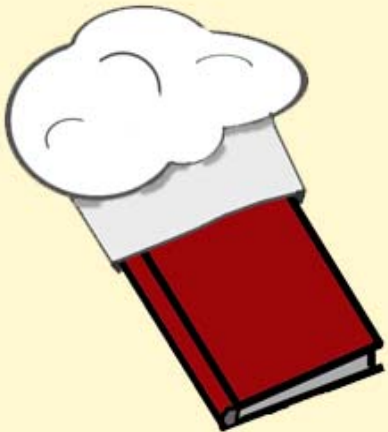
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July 2004



Objectives

- Shape your expectations
- What do different libraries have?
- What's available on the Internet?
- Help you Identify an Expert, your librarian



What Information is Available?

- Target Market Data
- Who are your Competitors?
- Products, Brands and Brand Preferences
- Industry Trends and Forecasts



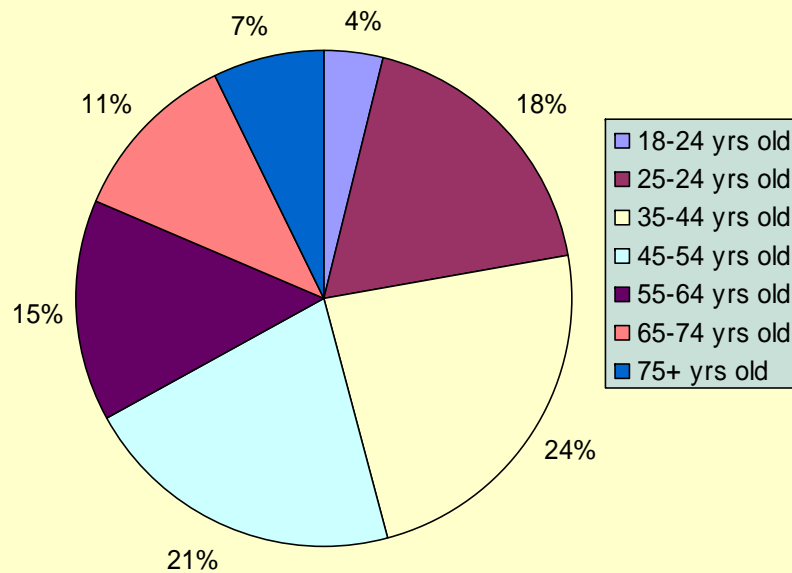
Research Success Depends on...

- How specific is the product, industry, target market?
- How well defined is it?
- Is it a hot topic?
- Are the companies involved public - sell stock on the open market?
- Are the companies in the news?



How Specific is the Product, Industry, Target Market?

Gourmet Cooking Enthusiasts



Source: Lifestyle Market Analyst
SRDS, 2000. p782



Competitors

Lincoln Snacks Company

- 5 articles 2003-2004
- No financials



<http://www.lincolnsnacks.com>

CONFECTIONERY SNACKS

Salty-sweet snack and treats

tionary snacks definite-
e their place in the con-
's palates. When some-
raves a product that's
alty and sweet or is it
now which products to

drawn to confectionery
if that classic appeal of
is," says Jim Gerbo, v.p.
Lincoln Snacks Co., in
"Those two flavors in
peal to almost every-



struck during the acquisition.

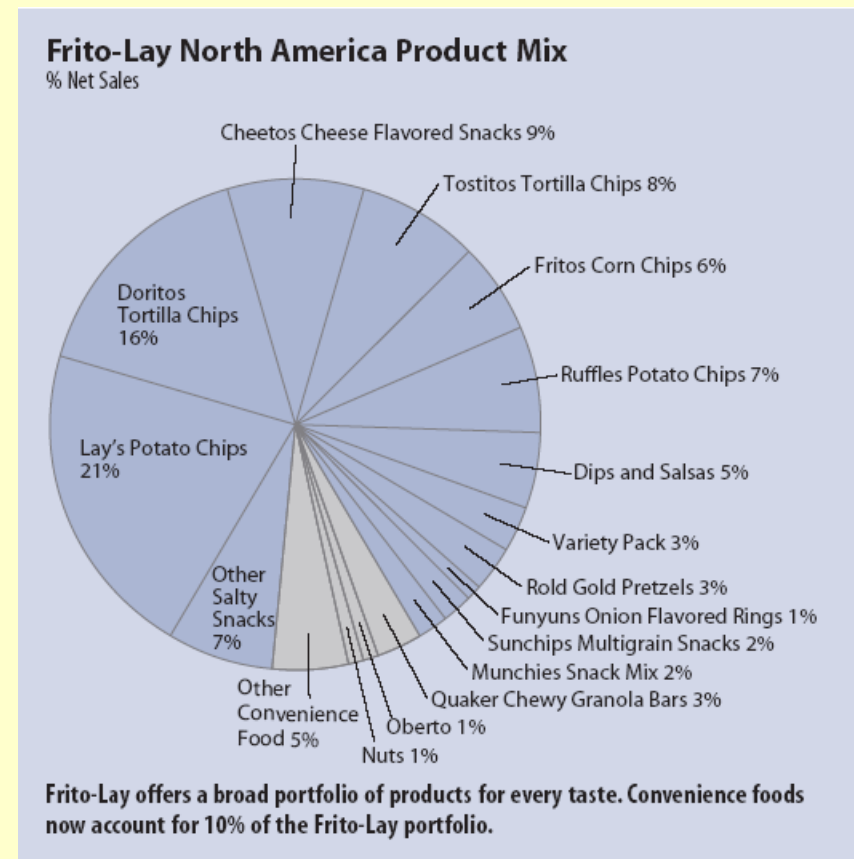
by Marlo
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see the pro

Candy Industry, vol 168, no 7, July 2003

Competitors

Frito-Lay Company

- 83 articles 2003-2004
- Relatively detailed financials
- Market Share
- Product Mix



PepsiCo Annual Report 2003

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Where is the Information from?

- State, Local and Federal Sources
 - Is the product or Industry regulated?
 - Does a governmental group track the data you need?
 - Industry & product data compiled by experts



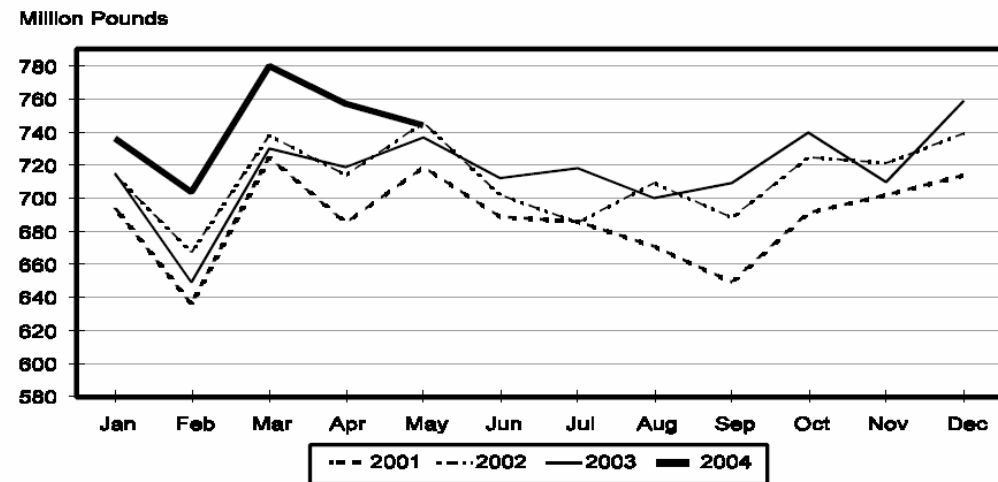
Federal Sources - Examples



Processed Fruits & Nuts, Taiwan, by Menny Chen
Industry Sector Analysis, 9/23/2000

Indian Flavor Market
By Dhanashree Desai
International Market
Insight, 9/5/2001

**Total Cheese Production
United States**

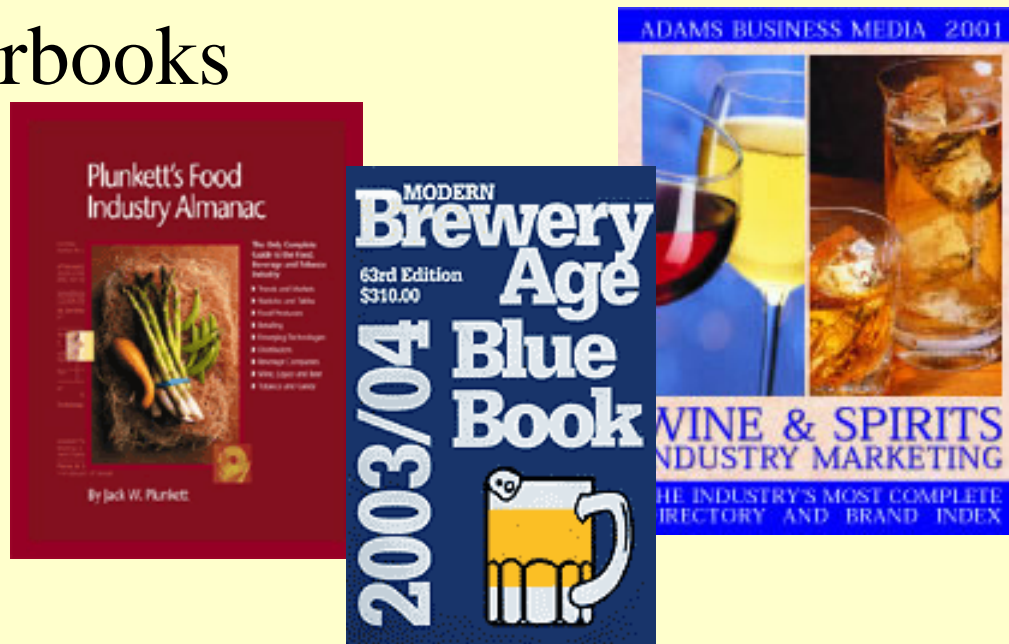


National Agriculture Statistics Service, Dairy Products, May 2004

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Where is the Information from?

- Associations & International Organizations
- What's Published in Annuals and Yearbooks



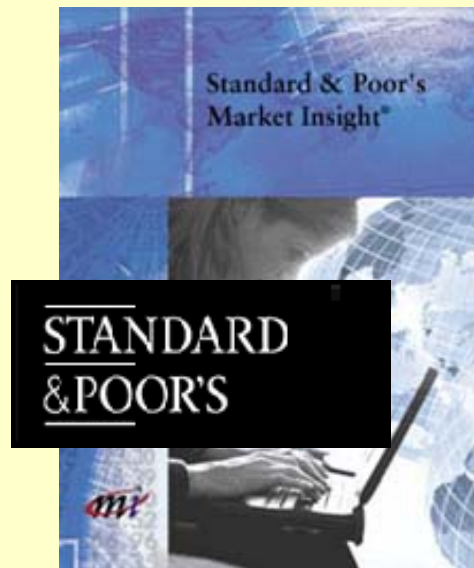
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Where is the Information from?

- Fee Based Commercial data Services



Mediamark Research Inc.



The Lifestyle Market Analyst®

Where is the Information from?

- Trade newspapers and journals
- Research Articles



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Libraries Vary

- Resources Available –Budget Matters
- Restricted to affiliates only?
- Licensing Restrictions
- Costs for copying, delivery or use
- Best Kept Secret – Interlibrary Loan



Special Libraries

- Corporate libraries
- Highly specialized resources
- Commercial databases that other libraries cannot afford.
- Sometimes charge cost recovery



The Internet

Some Excellent Resources



Food

Popular Culture & the American Child

- The average teen eats 4.33 times a day
- One third of all meals consumed by teens are not eaten at home. ⁷⁷
- Teens spend \$12.7 billion a year at fast-food restaurants. ⁷⁸
- The average child eats 1,500 peanut-butter sandwiches before graduating from high school. ⁸⁰

<http://www.mediascope.org/pubs/ibriefs/pcac.htm>

The Internet

- Data on Companies

SEC Filings & Forms (EDGAR)

<http://www.sec.gov/edgar.shtml>

- Most research on target markets, brands, industries will lead you to fee based services
- Watch for association web sites

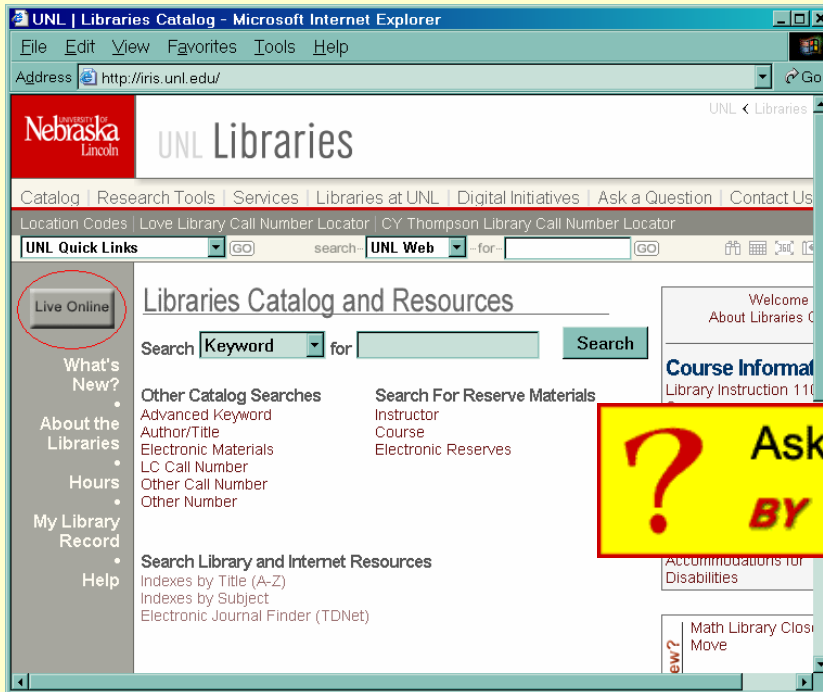


Finding an Expert - Your Librarian

- Does your corporation have a library?
- Nearby university library
- Large public library
- Services Available Online



Library Email & Chat Reference Services



? Ask a Question...
LIVE ONLINE

? Ask a Question...
BY E-MAIL

? Ask a Question...
BY PHONE

Library Fee Based Research Services



<http://www.nypl.org/express/>



Information Researcher

University of Illinois at Champaign Urbana
<http://www.lis.uiuc.edu/ir/>

MICHIGAN INFORMATION TRANSFER SOURCE

We deliver to your desktop or your door!

<http://www.lib.umich.edu/mits/>

University of Colorado Technical Research Center

<http://ucblibraries.colorado.edu/ctrc/index.htm>

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