

Market Research & Business Planning

Market research and business planning are fundamental to the success of your business. For the majority of start-ups, lack of funding is not the cause of failure; it is due to not spending enough time researching the marketplace and planning their business.

Research your market to ensure that you are being realistic and that there is a demand for your product or service. Can you find evidence of a gap in the market? Who are your competitors and how are they faring in this tough marketplace?

Glasgow Libraries subscribe to high-quality market research and business intelligence databases that enable you to research all major industries, both in the UK and abroad. Access to all our resources is FREE.

ABI/Inform Complete

Good for?

Market research and business planning, researching your competitors

The Mitchell



Recommended for

Business start-ups or growing businesses, marketing students

All libraries



Remote access



ABI/Inform Complete is the market leader in business research databases. It features journals, dissertations, newspapers and country and industry focused reports.

ABI/Inform comprises:

- Trade & Industry
- Global
- Dateline
- Archive
- Wall Street Journal

The ABI/Inform business database package offers nearly 3,900 full-text titles covering business and economic conditions, corporate strategies, management techniques, as well as competitive and product information.

ABI/Inform provides international coverage of companies and business trends around the world

ABI/Inform Complete is available in all Glasgow Libraries and from work or home by entering your library card number.

COBRA (Complete Business Reference Adviser)

Good for?

Business start-up help; business opportunity profiles; business regulations, marketing, HR and finance; local area profiles

The Mitchell



All libraries



Recommended for

Business start-ups or growing businesses, marketing students

Remote access



COBRA (Complete Business Reference Adviser) is a comprehensive, versatile and continually updated research resource for small businesses and start ups. It contains clearly written and easy to access factsheets including those on market research such as [Researching a Market for Business Start Ups](#) and [A Guide to Profiling Your Target Market](#)

COBRA is available in all Glasgow Libraries and from work or home by entering your library card number.

Datamonitor

Good for?

Market research and business planning, researching your competitors, UK & international markets

The Mitchell



All libraries



Recommended for

Business start-ups or growing businesses, marketing students

Remote access



Make better business decisions with Datamonitor reports

Through Mint you have access to Datamonitor. A great source for international market research, each report investigates market segmentation, leading companies in the sector, the competitive landscape, market forecasts and macroeconomic indicators (population, inflation, GDP, exchange rate).

Datamonitor is accessible from the Mitchell Library via password. Go to www.glasgowlife.org.uk/businessinfo for more information.

Key Note

Good for?

Market research and business planning, researching your competitors

The Mitchell



Recommended for

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All libraries



Remote access



Key Note is one of the leading suppliers of market and business intelligence. You can search or browse through thousands of reports from every major sector in the UK and internationally. All the reports are laid out in a standard format.

Market intelligence and research reports: be better informed and more successful

The market intelligence and research reports are easy to search and contain:

- An executive summary which brings together the main points of the report
- SWOT analysis: the strengths, weaknesses, opportunities and threats for each market sector
- PEST analysis: political, economic, social and technological factors that could affect an industry
- What issues are affecting the market sector currently? Any legislation planned in the near future that could impact?
- Company profiles: details of your competitor's structure and financial results
- Buying behaviour: who is most likely to buy your product or service? Do they have enough disposable income?

Business Intelligence: use business ratio reports to evaluate market leaders and key industry sectors

Business ratio reports bring together marketing and financial information for limited UK companies, registered at Companies House and trading actively in the sector covered by the report.

You can find out which company or sector is beating the tough economic climate. Find out about the size, trends, benchmarks and growth of companies and compare them on a like-for-like basis.

Key Note is accessible, for free, from all Glasgow Libraries by entering your library card number. Go to www.glasgowlife.org.uk/businessinfo.

Mint UK and Mint Global

Good for?

Benchmarking reports, creating mailing lists, market research and business planning, researching your competitors, UK & international markets

The Mitchell



All libraries



Recommended for

Business start-ups or growing businesses, marketing students

Remote access



Mint UK contains information on over 5 million UK companies including unincorporated businesses. You can use it to search for individual companies, search for companies with specific profiles and for analysis.

Mint Global contains comprehensive information on over 75 million companies around the world, including: Europe, America, Far East and Central Asia. Research new regions and create targeted marketing lists using information on companies worldwide.

Mailing lists: Direct mail can generate enquiries, build long-term customer relationships and lead to new clients. Use Mint to create a targeted list of relevant companies.

If you're setting up or developing your own business you can use Mint to find out how your competitors are doing or to investigate your potential employers before a job interview.

Benchmarking reports: Benchmark your company, or a client's company, against similar companies in your region. This service can inform your own business strategy, or help you identify value-added services to offer to your clients.

Mint UK and Mint Global help you find out more about businesses. They contain a wide range of high quality information covering companies, news, directors and industry research.

Access to Mint is via password.

Visit Business at the Mitchell or go to www.glasgowlife.org.uk/businessinfo for more information.



For further information:

www.glasgowlife.org.uk

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