For LA#3: Industry Analysis, you and your team will be answering seven questions to complete an industry analysis. Information used for an industry analysis is collected and made available by market research firms, government agencies, database providers and industry trade associations. This library tutorial will introduce you to potential sources of information for the industry your team has chosen.

**Instructions: during the tutorial, use your laptop to access the websites demonstrated by the librarian. Use this form to take notes and/or copy and paste links to the websites so you can return to the websites for your research**

|  |  |  |
| --- | --- | --- |
| **Section of your report** | **Research Sources** | **Your Notes/Website Links** |
| **Introduction - Industry Description**  |  |  |
| * NAICS code
* NAICS code description
* Geographic focus
* Number of businesses
* Number of persons employed
* Contribution to GDP
 | * Start with NAICS code to define the industry - Stats Canada
* Industry Canada and CANSIM for economic data related to the industry sector
 |  |
| 1. **What are the industry’s dominant economic traits?**
 |
| * Market size, growth rate, growth cycle
* Number and size of competitors
* Channels of distribution
* Product differentiation
* Economies of scale in purchasing, distribution, advertising, etc.
* Capacity utilization required for profitability
* Historical levels of profitability
* Segments within the industry and their effect on competition and profitability
 | **Places to search:*** Passport GMID (Library)
* Business Source Complete (Library): search for “Datamonitor” and name of industry or country
* IBISWorld Industry Reports (Library)

**What you’re looking for:*** Industry profiles
* Country profiles
 |  |
| 1. **What competitive forces are at work in the industry and how strong are they?**
 |
| * Use the Porter’s Five Forces framework to assess:
	+ Rivalry among existing firms
	+ Threat of new entrants
	+ Threat of substitute products or services
	+ Bargaining power of buyers
	+ Bargaining power of suppliers
 | **Places to search:*** Business Source Complete (Library):

search for “Marketline” and name of industryORselect publication type “Industry Profile” or search for “SWOT analysis”* IBISWorld Industry Reports (Library)
 |  |
| **Q3. What are the forces of change in the industry and what impact will they have? E.g.** |
| * Product innovation and technological change
* Marketing innovation
* Changes in costs and efficiencies
* Regulatory influences
* Changes in societal norms, attitudes, lifestyles
 | **Places to search and what you’re looking for:*** Customer profiles – CTC, Tourism BC, Statista (Library) (under Statistics>Travel, Tourism & Hospitality)
* Technology - comscore.com
* Social trends - Pew Research
* Business news - Business Source Complete or Canadian Business & Current Affairs (Library)
* Tourism industry sector organizations/associations
* IBISWorld Industry Reports (Library)
 |  |
| **Q4. Which companies are in the strongest/weakest competitive position?** |
| * + Identify three industry competitors. Compare:
		- * Company strategy
			* Characteristics of the companies:
* Quality/price
* Geographic coverage
* Vertical integration
* Product line breadth
* Distribution or service
 | **Places to search:*** + Business Source Complete (Library)
	+ Canadian Business & Current Affairs (Library)
	+ Statista (Reports>Toplists>search for “travel”) (Library)
	+ Directories (i.e. lists of companies in an industry)
	+ IBISWorld Industry Reports (Library)

**What you’re looking for:*** + Company profiles
	+ News/interviews
	+ Company rankings
 |  |
| **Q6. What key factors will determine success or failure?** |
| * + Three industry factors having the strongest relationship with success
	+ How are these KSFs likely to vary over time?
	+ Implications of this evolution
 | Refer to the research you have done for the previous sections. |  |
| **Q7. Analysis and Summary**  |
|  | Refer to the research you have done for the previous sections |  |

Tourism industry research guide: <https://libguides.capilanou.ca/TOUR/industry>

Specific course research guide: <https://libguides.capilanou.ca/TOUR/335>