Library Session for
Marketing Management
MKTG 2030
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Session agenda

Key jumping off points for getting started

Group project: Developing a marketing plan

- The market – macro-environment, size, segments
- Customer analysis – customer needs, demographics, psychographics
- Competitor analysis – identifying competitors, SWOTs
- Distribution channels

Citing Resources
Supporting materials for session

• [researchguides.library.yorku.ca/MKTG2030](researchguides.library.yorku.ca/MKTG2030)

• Includes links to databases and other resource grouped by thematic categories

• Includes link to powerpoint slides
Business Research Guides – Bronfman Business Library Web Site

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Resources to help you advance your business career.

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Workshops & Teaching Support
Online tutorials, course research guides & workshops.

Support for Researchers
Consultations to support advanced research needs and more....
# Key Business Research Guides

## General Business Research
- Company
- Industry
- Business Plans
- Non Profit
  - Country and International Business
  - Business Research
  - Business History
  - Finding Business Articles
  - Searching HBR Articles

## Finance & Accounting
- Finance
- Bloomberg
- Accounting
- Financial Literacy

## Human Resource Management
- Human Resource Management

## Marketing & Advertising Research
- Marketing Research
- Advertising
- Market Share
- Company Ranking

## Arts & Media Management
- Arts & Media

## Citing & Writing Resources
- Business Citation Guide
- Guide to All Citation Styles

## Related Links
- Course Related Guides
- Business Databases A-Z
- Business Librarians' Bookmarks
- Legal Research for Non-Law Students
- Bronfman Bestsellers Collection
Group assignment

• Develop a marketing plan for a small/medium sized business operating in Canada or about to launch

• A template for this marketing plan from textbook used in class
Marketing plan: secondary research

What type of information can be used to conduct secondary research when it’s a small or medium sized business?
Marketing plan: secondary research

- Industry associations
- Trade magazine articles
- Industry reports
- Company databases
- Survey data
- Statistics
- Government information
- Market research reports

Small or medium sized business = often niche industry

And more...
Market Analysis

Macro-environment, market size, market segments
Macro-environment: Industry/Sector Analysis

- Consumer goods and services
- Industrial manufacturing
- Information Technology
- Etc.

Different databases have different strengths.

Our guides help you choose the most fitting resource.

Still got questions? Come to the reference desk
Macro-environment: Industry/Sector Analysis

Online Resources

- BMI Research (formerly Business Monitor Online)
  Contains quarterly surveys and forecasts on industries by country and region. These reports are quite extensive and comprehensive.

- Passport (formerly GMIID) (Global Market Information Database by Euromonitor): Provides country statistics and profiles, lifestyle indicators and analysis, market data and analysis, and company profiles and market shares. Category Briefing reports often include the following: Trends, Competitive Landscape, Prospects and Category Data. Industries Canada (available by selecting the Industrial subtab within the Economics main tab) offers ISIC reports for over 150 industry sectors from a B2B perspective. Includes both data and analysis for sectors covered.

- IBISWorld
  Includes Canadian, U.S. Industry Reports (NAICS), China Reports and U.S. Industry iExpert Summaries, Global Industry Reports and U.S. Business Environment Profiles. The Specialized Industry Reports cover smaller more niche industries which are harder to find. These reports are comprehensive and include the following tabs: Industry at a Glance, Performance, Outlook, Products & Markets, Competitive Landscape, Operating Conditions and Key Statistics.

- Marketline Advantage
  Formerly Datamonitor 360, includes Industry (Datamonitor) reports, country information, company analysis, case studies and financial deals.

- Merger Online
  Provides analysis of over twenty key industries. Main areas contained in each report include: the industry landscape, market trends and market outlook. To access the industry reports click on the Report Search tab within Merger Online.

Related Subject Guides

For more detailed information on sources for industry analysis and trends please consult:

- Industry Research by Business Librarians

Industry Codes

When researching competitors it is very important to understand and use industry codes.

This is because industry codes group competitors operating in the same line of business. These codes define industries broadly and narrowly using a hierarchical numbering scheme in most cases. An example is shown [here](#).

Note that practically all company databases allow you to search for companies by applying one or more system of industry codes, e.g., NAICS (North American Industrial Classification System) or SIC (Standard Industrial Classification).

Please consult our Industry Codes guide for more information.
Industry Reports (Canada) (1 to 5) of 97 matches

- Restaurant & Hotel Equipment Wholesaling in Canada - 41792CA
- Full-Service Restaurants in Canada - 72211CA
- Fast Food Restaurants in Canada - 72221aCA
- Frozen Food Wholesaling in Canada - 41319CA
- Street Vendors in Canada - 72233CA

IBISWorld Industry Report 72211CA
Full-Service Restaurants in Canada
IBISWorld: Full Service Restaurants

Industry at a Glance

Key Statistics Snapshot

- Revenue: $24.8bn
- Profit: $916.6m
- Annual Growth 10-15: 1.6%
- Wages: $7.7bn
- Annual Growth 15-20: 1.8%
- Businesses: 35,634

Market Share

- Cara Operations: 7.3%

Key External Drivers

- Consumer spending
- Corporate profit
- Number of households earning $100K or more
- Consumer price index for food

Revenue vs. employment growth

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenue</th>
<th>Employment</th>
</tr>
</thead>
<tbody>
<tr>
<td>07</td>
<td></td>
<td></td>
</tr>
<tr>
<td>08</td>
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<tr>
<td>21</td>
<td></td>
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</tr>
</tbody>
</table>

Source: IBISWorld

Consumer spending

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenue</th>
<th>Employment</th>
</tr>
</thead>
<tbody>
<tr>
<td>09</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11</td>
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<td>12</td>
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<td>16</td>
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<td>18</td>
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<td>19</td>
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<td>20</td>
<td></td>
<td></td>
</tr>
<tr>
<td>21</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: IBISWorld

Products and services segmentation (2015)

- 35.8% Asian restaurants
- 18.9% Other
- 15.9% European restaurants
- 14.3% Canadian restaurants
- 5.4% Pizza restaurants
- 3.9% Seafood restaurants
- 2.6% Mexican restaurants
- 3.2% Steakhouses

Source: IBISWorld
IBISWorld: Full Service Restaurants

Products & Markets

- Key buying and selling industries
  
  **KEY SELLING INDUSTRIES**
  
  41316CA Beef & Pork Wholesaling in Canada
  This industry supplies meat and meat products.
  
  41322CA Beer, Wine & Spirit Wholesaling in Canada
  This industry supplies beer and ales.

- Segmentation analysis

  **Asian restaurants**

  Asian food is a diverse category that can be broken down into a number of regional styles based on the peoples and cultures of those regions. The main broad types include: East Asian, such as Chinese, Japanese, and Korean restaurants; Southeast Asian including Vietnamese, Thai and Malaysian restaurants; and South Asian, which includes Indian, Sri Lankan and Bangladeshi restaurants. Other variations, such as Middle Eastern and Central Asian cuisines, have been included in the “Other” category for the purposes of this report.

- Demand determinants

  **Health consciousness**

  Rising health consciousness has a direct effect on industry operators as Canadian consumers become increasingly concerned about fat content, fried foods and salt content, especially when dining out. As such, rising concerns over the nutritional value of restaurant meals are likely to influence demand for certain foods on menus, thus encouraging industry players to alter their product mix. Rising health consciousness is also expected to affect the overall performance of industry players by rewarding operators who expand their menu choices to include a range of healthy meal options among other more indulgent food items.
Products & Markets

- Major markets

Major market segmentation (2015)

- 36% Highest quintile of incomes
- 24% Fourth quintile of incomes
- 19% Middle quintile of incomes
- 13% Second quintile of incomes
- 8% Lowest quintile of incomes

Total $24.8bn

SOURCE: IBISWORLD
Executive Summary

Market value
The Canadian savory snacks market grew by 3.7% in 2014 to reach a value of $2,477.9 million.

Market value forecast
In 2019, the Canadian savory snacks market is forecast to have a value of $2,837.1 million, an increase of 14.5% since 2014.

Market volume
The Canadian savory snacks market grew by 3.2% in 2014 to reach a volume of 281.3 million kg.

Table 3: Canada savory snacks market category segmentation: % share, by value, 2010-2014

<table>
<thead>
<tr>
<th>Category</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Potato chips</td>
<td>50.6%</td>
<td>50.8%</td>
<td>51.4%</td>
<td>52.2%</td>
<td>52.1%</td>
</tr>
<tr>
<td>Other savory snacks</td>
<td>14.4%</td>
<td>14.6%</td>
<td>14.5%</td>
<td>14.2%</td>
<td>14.6%</td>
</tr>
<tr>
<td>Processed snacks</td>
<td>12.9%</td>
<td>12.7%</td>
<td>12.3%</td>
<td>11.8%</td>
<td>11.9%</td>
</tr>
<tr>
<td>Popcorn</td>
<td>10.6%</td>
<td>10.9%</td>
<td>11.2%</td>
<td>11.4%</td>
<td>11.5%</td>
</tr>
<tr>
<td>Nuts &amp; seeds</td>
<td>11.5%</td>
<td>11.0%</td>
<td>10.6%</td>
<td>10.3%</td>
<td>10.0%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
</tr>
</tbody>
</table>

Source: MARKETLINE
Marketline Advantage: Savoury Snacks Industry Report

Figure 0: Forces driving competition in the savoury snacks market in Canada, 2014

Source: MARKETLINE
Industry Associations

- Associations Canada
- Gateway to Associations
- Google searching

Search Words Anywhere
Foodservice
Search mode
Phrase

Organization Name

*Click on Subject Search Tab for more detailed search

Canadian Diabetes Association

Canadian Spice Association
Association Canadienne des Épices

canadian apparel federation
fédération canadienne du vêtement
Articles in Trade Magazines

Databases to search:
- Proquest Business
- Business Source Premier

Filter results to trade articles which focus on industry or market trends
Customer Analysis

Customer needs, demographics, psychographics
Situational Analysis: Customer

- Demographic (who they are)
- Geographic (where they are)
- Behavioristic (how they live)
Consumer Analysis

Most relevant section of MKTG 2030 Guide: Market Research
Use search box in top right hand area of screen to search. Useful to combine with country name.

Browse menu options

Blog post with further search tips and information about database content:
Market Research Made Easy with Passport

Industries Tab
Example - Ice Cream in Canada – Category Briefing

**Table 7 LBN Brand Shares of Ice Cream: % Value 2011-2014**

<table>
<thead>
<tr>
<th>Company</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Breyers</td>
<td>16.52</td>
<td>16.61</td>
<td>16.38</td>
<td>16.18</td>
</tr>
<tr>
<td>Häagen-Dazs</td>
<td>7.58</td>
<td>7.63</td>
<td>7.69</td>
<td>7.74</td>
</tr>
<tr>
<td>Drumstick</td>
<td>7.64</td>
<td>7.63</td>
<td>7.66</td>
<td>7.68</td>
</tr>
<tr>
<td>Chapman’s</td>
<td>6.80</td>
<td>6.85</td>
<td>6.91</td>
<td>6.97</td>
</tr>
<tr>
<td>Polar</td>
<td>3.36</td>
<td>3.34</td>
<td>3.37</td>
<td>3.40</td>
</tr>
<tr>
<td>President’s Choice</td>
<td>3.34</td>
<td>3.28</td>
<td>3.28</td>
<td>3.28</td>
</tr>
<tr>
<td>Compliments</td>
<td>2.77</td>
<td>2.71</td>
<td>2.72</td>
<td>2.74</td>
</tr>
<tr>
<td>Magnum</td>
<td>2.34</td>
<td>2.41</td>
<td>2.41</td>
<td>2.42</td>
</tr>
<tr>
<td>Popsicle</td>
<td>2.48</td>
<td>2.43</td>
<td>2.39</td>
<td>2.34</td>
</tr>
<tr>
<td>Klondike</td>
<td>1.71</td>
<td>1.69</td>
<td>1.67</td>
<td>1.66</td>
</tr>
<tr>
<td>Irresistibles</td>
<td>1.50</td>
<td>1.48</td>
<td>1.48</td>
<td>1.48</td>
</tr>
<tr>
<td>Other Private Label</td>
<td>1.44</td>
<td>1.42</td>
<td>1.44</td>
<td>1.46</td>
</tr>
<tr>
<td>No Name</td>
<td>1.51</td>
<td>1.46</td>
<td>1.46</td>
<td>1.45</td>
</tr>
<tr>
<td>Ben &amp; Jerry's</td>
<td>1.16</td>
<td>1.15</td>
<td>1.14</td>
<td>1.13</td>
</tr>
</tbody>
</table>

**Table 12 Distribution of Ice Cream by Format: % Value 2009-2014**

<table>
<thead>
<tr>
<th>% retail value rsp</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>-- Grocery Retailers</td>
<td>88.97</td>
<td>89.69</td>
<td>90.55</td>
<td>91.60</td>
<td>91.71</td>
<td>91.79</td>
</tr>
<tr>
<td>-- Modern Grocery Retailers</td>
<td>66.01</td>
<td>66.86</td>
<td>67.68</td>
<td>68.84</td>
<td>68.93</td>
<td>69.00</td>
</tr>
<tr>
<td>--- Convenience Stores</td>
<td>3.78</td>
<td>3.67</td>
<td>3.60</td>
<td>3.52</td>
<td>3.32</td>
<td>3.15</td>
</tr>
<tr>
<td>--- Discounters</td>
<td>5.46</td>
<td>5.55</td>
<td>5.60</td>
<td>5.71</td>
<td>5.77</td>
<td>5.83</td>
</tr>
<tr>
<td>--- Forecourt Retailers</td>
<td>12.09</td>
<td>11.77</td>
<td>11.50</td>
<td>11.33</td>
<td>11.15</td>
<td>11.05</td>
</tr>
<tr>
<td>--- Hypermarkets</td>
<td>9.09</td>
<td>10.22</td>
<td>11.23</td>
<td>12.35</td>
<td>12.76</td>
<td>13.03</td>
</tr>
<tr>
<td>--- Supermarkets</td>
<td>35.59</td>
<td>35.66</td>
<td>35.75</td>
<td>35.94</td>
<td>35.93</td>
<td>35.93</td>
</tr>
<tr>
<td>--- Traditional Grocery Retailers</td>
<td>22.97</td>
<td>22.82</td>
<td>22.87</td>
<td>22.76</td>
<td>22.77</td>
<td>22.80</td>
</tr>
<tr>
<td>--- Food/drink/tobacco specialists</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>--- Independent Small Grocers</td>
<td>3.37</td>
<td>3.27</td>
<td>3.27</td>
<td>3.24</td>
<td>3.15</td>
<td>3.07</td>
</tr>
<tr>
<td>--- Other Grocery Retailers</td>
<td>19.60</td>
<td>19.55</td>
<td>19.60</td>
<td>19.53</td>
<td>19.62</td>
<td>19.73</td>
</tr>
</tbody>
</table>

**Trends**

The Canadian ice cream category is set to grow by 2% in current value terms in 2014. This growth rate will be mainly driven by an increasing average unit price as volume sales decline slightly. The average unit price will increase by 3% in 2014, supported by product development with a focus on healthier nutritional content, on the one hand, and indulgence and premium quality, on the other. Canada’s ageing population is also contributing to the fact that its people are eating less ice cream. Meanwhile, the continual bad winters and late-coming summers in North America are also challenges to the ice cream category, especially for the impulse ice cream category.
Consumers tab

- **Consumer trends & lifestyles**
  Country specific reports
- **Income and expenditure**
- **Population and homes**
- **Survey**
  Aggregate data from consumer surveys worldwide on aspects of consumer life, e.g. health living, technology, personal traits and values
- And more

Especially useful for gathering data on how consumers live and emerging trends
• Data on Canadian consumer patterns and media habits
• Demographic information by province and key cities for individual product/service/activity categories
• Answers questions like what age group of Canadians are most likely to drink tea?
• Survey data available from 2009-2015
  • Defaults to 2015 Spring Survey
Survey data on men’s clothing
Simply Map Canada

- Includes demographic estimates (very current) from Environics Analytics and Census data from 2006 and 2011.

- Includes data from Statistics Canada’s Survey of Household Spending and allows you to create maps or tables using selected variables for provinces, census metropolitan areas, postal codes and more.
Simply Map Canada: More Features

- Competitor analysis by location through maps or tables
- Insights into behaviour and mindset of consumers via PRIZM C2 Segmentation
- Consult the [PRIZM C2 Marketers Handbook](#) for the description and psychographic details of each segment
- **Guide** to using SimplyMap which features five different scenarios
Case study: Pet products

• Generate a map that illustrates average spending on pets and related pet goods in Barrie, and locations of pet supplies stores in this category
• Generate a list of relevant companies.
• Use PRIZM CS Marketers Handbook to identify population segments who own pets and compare the % of population in relevant population segments in Barrie versus Brampton
Competitor Analysis

Identifying competitors, Company SWOTs
Competitor Analysis

1. Generating competitor lists
2. Company SWOT Analysis
Great for public, private, & nonprofit organization research

Use the Build A List feature – specify criteria such as geography or industry code to generate a list of competitors
Marketline Advantage – SWOT – PetSmart, Inc.

**SWOT analysis overview**

PetSmart is a specialty provider of products, services and solutions for the lifetime needs of pets. The company offers a wide assortment of products and value added services which act as a differentiator providing one stop shop experience for the customers. However, intense competition could affect the market share of the company.

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>› Strong product assortment complemented by value added services</td>
<td>› Product recalls</td>
</tr>
<tr>
<td>› Co-anchor strategy and multiple channels</td>
<td>› Supplier concentration</td>
</tr>
<tr>
<td>› Focus on pet services business</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Opportunities</th>
<th>Threats</th>
</tr>
</thead>
<tbody>
<tr>
<td>› Increasing spending on pets in the US</td>
<td>› Increasing competition from large retailers</td>
</tr>
<tr>
<td>› Favorable trends of online retail spending</td>
<td>› Rising labor wages in the US</td>
</tr>
<tr>
<td>› Growing global pet food market</td>
<td></td>
</tr>
</tbody>
</table>
The chain of businesses or intermediaries through which a good or service passes until it reaches the end consumer.
Marketline Advantage – Industry reports include market distribution section

Marketline Advantage: Example of US Oral Hygiene Report

Market Distribution
Supermarkets / hypermarkets form the leading distribution channel in the United States oral hygiene market, accounting for a 67.5% share of the total market's value.

Department stores (incl. Duty-Free Shops) accounts for a further 13.1% of the market.

Table 7: United States oral hygiene market distribution: % share, by value, 2012

<table>
<thead>
<tr>
<th>Channel</th>
<th>% Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supermarkets / hypermarkets</td>
<td>67.5%</td>
</tr>
<tr>
<td>Department stores (incl. Duty-Free Shops)</td>
<td>13.1%</td>
</tr>
<tr>
<td>Pharmacies / drugstores</td>
<td>8.3%</td>
</tr>
<tr>
<td>Specialist retailers</td>
<td>4.7%</td>
</tr>
<tr>
<td>Other</td>
<td>6.3%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
</table>

Source: MARKETLINE
### Passport:

Includes distribution statistics for different consumer goods.

```
oral care canada
```

<table>
<thead>
<tr>
<th>Country</th>
<th>Store-Based Retailing</th>
<th>Grocery Retailers</th>
<th>Modern Grocery Retailers</th>
<th>Convenience Stores</th>
<th>Discounters</th>
<th>Forecourt Retailers</th>
<th>Hypermarkets</th>
<th>Supermarkets</th>
<th>Traditional Grocery Retailers</th>
<th>Food/drink/tobacco specialists</th>
<th>Independent Small Grocers</th>
<th>Other Grocery Retailers</th>
<th>Non-Grocery Retailers</th>
<th>Apparel specialist retailers</th>
<th>Electronics and Appliance Specialist Retailers</th>
<th>Health and Beauty Retailers</th>
<th>Beauty Specialist Retailers</th>
<th>Chemists/Pharmacies</th>
<th>Parapharmacies/Drugstores</th>
<th>Other Health and Beauty Retailers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canada</td>
<td>99.8</td>
<td>36.9</td>
<td>31.5</td>
<td>6.4</td>
<td>4.0</td>
<td>6.1</td>
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APA citation

Citation Resources @ York
• Business Citation Guide (APA & MLA styles)
• SPARK’s APA guide

Additional Resources
• Purdue OWL’s APA style guide
THANKS FOR YOUR ATTENTION – Questions?

Business librarians are available to help you:

- at the reference desk
- bronfref@yorku.ca
- 416-736-5139
- or by chat reference at http://www.library.yorku.ca/web/bbl/
Remember the online guide for more resources and tips

researchguides.library.yorku.ca/MKTG2030