

Business Plan Research Workshop

All the resources presented in this workshop can be accessed through the following links:

Baker Library Home Page <http://www.library.hbs.edu>

All Databases (A-Z) http://www.library.hbs.edu/all_databases.html

Research Guides (A-Z) <http://www.library.hbs.edu/guides/>

Business Concept: The idea is for a specialty store specializing in Asian skin care products.

Point of Differentiation: This line of skin care is rooted in the Asian culture and uses Asian ingredients.

Target market: female, all nationalities, 25-45, college educated, HHI \$50K+

1) Industry Research:

Where can I find the current status and trends of the cosmetic industry that will help prove our business concept will be profitable?

- **S&P** for industry overview
- **Investext** for industry investment analysis
- **Special Issues** for industry journals

Where can I find a list of leading companies and the fastest growing companies in the industry? Among them, who might be my competitors? Who else might be my potential competitors?

- **OneSource, Hoovers** for a list of leading companies and potential competitors using the "All Companies" search

2) Company Research:

What are my competitors' market share, financial performance, marketing strategies, product lines, and competitive advantages?

- **OneSource, Hoovers** for competitors' history, financial statements over 3-5 years, and their major products/brands
- **Thomson Research** for corporate reports
- **ABI** and **Special Issues** for market share, marketing and branding strategies, experts' analysis of competitive advantages

3) Market Research:

What are the leading brands and the fastest growing brands for my industry e.g., skin care? What is their market share? How unique is my brand compared with those brands?

- Reference book: *Business Rankings Annual* (Ref -Z7164.C81 B97)
- Industry journals
- **TableBase**
- **Associations Unlimited**

4) Consumer Research:

What is the market potential for if my product targets US females, age 25-45, employed, college educated, HHI \$50K+?

- **Euromonitor** and American FactFinder (via US Census Web site: <http://www.census.gov/>) for consumer studies and demographic reports

Where can I find a study of consumer buying behavior, demand and trends in cosmetics/skin care?

- **ABI** and **Special Issues** for annual consumer surveys. (If tables are not included in ABI, use **Baker Online Catalog** to locate the journal and use printed copy. Otherwise submit an interlibrary loan request.)
- Publications by *The New Strategist* (via Baker Online Catalog)