



Baker Library

Workshops

Baker Library Business Plan Research

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Business Information Services Center

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Reason for today's workshop:

1. Provide a **strategy** in planning research for your business plan.
2. Help you think about the **questions** to ask when putting your plan together and what resources Baker has to answer those questions.
3. Highlight extensive **resources** available to you.



Research strategy:

Basics:

- Company Information
- Industry Information

More In-Depth:

- Market research
- Consumer demographics
- Costs associated with the product/service

Additional:

- International
- Niche Industries



Suggested Resources:

- For background on companies or industries, see the [Research Fundamentals Guide](#) in the A-Z list from the Baker Library home page. Includes company, industry and marketing resources.
- Also, for formatting and examples of plan contents see the [Business Plans](#) section in the Entrepreneurship Guide.
- And, there are many industries and topics covered in the [Baker Library Research Guides](#) [i.e. Demographics and Consumer Behavior Research Guide, Country Research Guide, etc.]



You can find all these source from Baker Library page:

Passwords for Library Databases | Library Services for MBAs

The screenshot shows the Baker Library website navigation menu. The menu is divided into three main sections: 'FINDING MATERIALS', 'RESEARCH GUIDES', and 'FREQUENTLY USED DATABASES'. The 'RESEARCH GUIDES' section is highlighted with a yellow box, and the 'ALL DATABASES' link in the 'FREQUENTLY USED DATABASES' section is also highlighted with a yellow box. The 'FINDING MATERIALS' section lists various services like 'Baker Online Catalog' and 'Harvard Libraries Catalog'. The 'RESEARCH GUIDES' section lists various research topics like 'All Research Guides (A-Z)', 'Careers', and 'Company Research'. The 'FREQUENTLY USED DATABASES' section lists various databases like 'ABI/PROQUEST', 'FACTIVA', and 'INVESTEXT'.

FINDING MATERIALS	RESEARCH GUIDES	FREQUENTLY USED DATABASES
Baker Online Catalog	All Research Guides (A-Z)	ABI/PROQUEST
Harvard Libraries Catalog	Careers	FACTIVA
Borrow/Renew Books	Company Research	INVESTEXT
Article and Book Delivery	Country Research	eJOURNALS
Faculty Books	Economics	HOOVER'S
New Books at Baker	General Business	ONESOURCE
Historical Collections	Historical Research	ALL DATABASES >>
Baker Old Class Collection	Industry Research	SEARCH
Corporate Reports	Statistics	CONTACT US
HBS Cases		HOURS
Working Papers		A-Z SITE INDEX
		ABOUT US
		FAQS

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Sample Business Plan:
"Asian Skin Care Products"



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Business Concept:

- Specialty store for Asian skin care products
- Rooted in the Asian culture
- Uses only Asian ingredients

Target audience:

- Target market is Female, all nationalities, age 25-45, college educated, HHI \$50K+



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Start by asking yourself what is the cosmetics industry about?

- [S&P Industry Surveys](#)
- [OneSource](#): Industry Portal –Market Research & Investment Analysts Reports, links to web industry sources
- [Thomson Research – Investext Research Bank](#) [also has Investment Analysts Reports]
- Trade Publications – ABI/Inform [Global Cosmetics Industry](#)
- Also look at the [Baker Library Industry Guides](#)



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Once you have some background on the industry, here are some more specific questions to ask:

- Is anyone already doing this? Who would be my competitors?
- Who are my prospective customers?
- How do I justify market share and that someone needs my product or service?
- What are my operating costs (distribution, production, etc.)?



Who are my prospective customers? What is the market share/sales potential? What do I know about my target audience?

- [Factiva](#) (market near4 share) OR (market near4 size)
- [Table Base](#)
- Reference Books [i.e. [New Strategist publications](#)] – available in library
- [Global Market Information Database](#) (Euromonitor)
- [Nation Master](#) (for international data)



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Who are my competitors? Does anyone have a similar product or service?

- [Capital IQ](#) – click on “Analytics and Targeting” tab
- [ISI Emerging Markets](#)
- [Thomson Research](#) (10Ks, 20F – These filings list competitors.)
- [Career Search](#) (for smaller, niche industries in U.S.)
- [OneSource](#) (also has screening feature – click on “All Companies”)



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How much does that widget cost? What are my operating costs (distribution, production, etc.)?

- Trade Shows: [Trade Show News Network](#)
- Trade Associations: [Associations Unlimited](#), [Google](#), [OneSource](#)
- People: talk to someone in the field, start with the [HBS Alumni Navigator](#), also try [Capital IQ](#) [click on “Company Intelligence” tab]



Key tips on using HBS and HU databases:

- Database Launch Pages – will tell you if some resources need extra passwords or Harvard PIN; also tips on searching, database trouble-shooting.
- No extra charge for reports [i.e. Investext]
- Always use database's indexing and "Advanced Search" features.
- Numerous download formats often available.
- Where did the information come from? Feel free to ask the librarians about data sources.



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And don't forget:

- Keep track of your sources in detail (name of the publication, publisher, author, date, page numbers).
- Follow the [Citation Guide for HBS Students](http://www.library.hbs.edu/guides/citationsguide.pdf).
<http://www.library.hbs.edu/guides/citationsguide.pdf>
- Our Copyright and Licensing policies are outlined on all the launch pages into our databases.



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Review of basic points covered today:

- Baker has many **databases** available with extensive information to help research your plan.
- **Baker Research Guides** on various industry and topics will lead you to sources for various types of information, including statistics, demographics, and more.
- **Finding People:** Baker resources and the HBS alumni navigator database can help!



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Still need help?

- Contact a Baker librarian:
 - In person! (see [hours](#) at our Web site)
 - By email: refquest@hbs.edu (You can also make an appointment for a more in-depth research consultation.)
 - By phone: 617-495-6040
- Attend a Baker Workshop [announced on my.hbs]

Thank You and Good Luck!
(Any questions?)

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