MARKET RESEARCH PROJECTS:
TOP USES FOR PLUNKETT RESEARCH ONLINE

Access to *PlunkettResearchOnline.com* is like having your own, in-house research department!

1

Determining Market Size and Growth Rate

EXAMPLE: You are creating a marketing study in the automotive industry in the U.S. Specifically, you are interested in the manufacture of components and systems — components that are later incorporated into finished cars and light trucks by major car makers. You need to create a detailed report on the automotive industry, including a) a history of automobile sales in the U.S. for the past 5 years, b) the names and vital details of leading auto component manufacturers, and c) a forecast of growth in the auto component manufacturing sector.

ACTION PLAN: Find the Automobile Industry Research Center. a) In the Statistics section, find the table called "New Vehicle Sales by Vehicle Type, historical data". Export this table to Excel using the handy tool provided. b) In the "Companies and Executives" section, search for companies —by selecting appropriate criteria including NAIC code 3363 for Auto Components manufacturers. Export a list of top companies with revenues and profits. c) Click to the Industry Analytics section. Find NAIC code 3363 and get the current market size and the industry growth rate.

TIP: Our unique Build-A-Report℠ feature enables you to create a professional presentation in a matter of minutes in PDF format

2

RANKING TOP COMPETITORS:

EXAMPLE: Your team is studying competitors within the global wireless phone services sector. You want to rank top companies by revenues, employee count and growth.

ACTION PLAN: Go to the Wireless Industry Research Center. Use the Companies & Executives section. Select NAIC 517210 Wireless Carriers. Sort the Search Results by revenues. Click through to the Profile of one of the largest companies, let's say Vodafone. Then click on the Industry Ranks link. You'll find ranks of top cell phone firms by 9 different criteria. Use the handy tool to export the ranks to a PDF.

TIP: Using a simple tool within Plunkett Research Online, you are able to download a PDF or Excel file, and then save it or email it to the party who needs it.

3

Industry-Specific Analysis, Research & Competitive Intelligence:

EXAMPLE: You've been asked to make a presentation about the health care industry at an upcoming meeting. Your team leader requires that certain statistics be included in your presentation.

ACTION PLAN: Go to the Health Care Industry Research Center at Plunkett Research Online. Using the Market Research & Trends tool, study our analysis of the top trends in the health industry today. For your special needs, you decide to copy our numbers and analysis of health expenditures, health technologies (including robotics), government spending (including Medicare) and private health insurance. You've got it — in less than five minutes. Find it, copy it and paste it into your own report. Use our Citation tool to disclose the source. Plunkett Research Online enables it all.

TIP: There is no better source than Plunkett Research Online for easy-to-use, easy-to-understand analysis of the most important vertical industry sectors (from Health Care and Biotech, to Manufacturing and Energy, to Banking and Insurance, to Telecommunications, Infotech and Wireless).

4

Benchmarking Industry Profits and Expenses:

EXAMPLE: Your VP of Marketing has an urgent need for the leading health product manufacturers within a neighboring state.

ACTION PLAN: Using a few simple criteria within Plunkett's health care Research Center, you export a list into Excel, including company name, address, phone, executive names with titles, revenues and more. Our databases give you fully searchable access to complete profiles of thousands of the most important companies and tens of thousands of executive contacts. You'll be able to compile custom lists, filtered by NAIC sector code, revenues and/or location, and export precisely the contact data that you need.

TIP: Use our enhanced companies database to create examples of the average revenues, employee count, growth rates and profitability of companies within your target industries.

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Our Market Research = Your Smart Decisions