

# STUDENTS: TOP USES FOR PLUNKETT RESEARCH ONLINE

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Nº.1

## COMPLETE A CASE STUDY OR BUSINESS STRATEGY PROJECT



**EXAMPLE:** You are working on a study of business strategy at ARM Holdings plc, a major manufacturer of chips for smart phones. In particular, you want to see how the firm's strategy has evolved in response to external changes such as consumer needs, growth in the global market and advances in mobile services.



**ACTION PLAN:** You begin by benchmarking ARM's financial results against other key players in the chip industry, including Intel and AMD. Using the "Compare Financials" tool in ARM's profile within Plunkett Research, you are able to quickly build and export a spreadsheet of key financial results and ratios. Next, you go to the Wireless Industry Research Center on Plunkett Research to analyze key trends within the wireless industry, subscriber growth, and innovative ideas within wireless services.



**TIP:** You can use the Research an Industry Center on Plunkett Research to search across all industries at once for key phrases and concepts. This can help you see trends and innovations that can be vital to your research. Search results will be highly relevant, and presented in a format similar to Google results.

Nº.3

## WORK ON INTEGRATED MARKETING COMMUNICATIONS (IMC) PROJECT



**EXAMPLE:** Your class project is to study global apparel brands. You want to build a custom list of clothing makers, and study their revenue growth, and determine whether they sell through their own stores, through stores operated by other companies, or both. Finally, you want to explore the marketing communications and branding strategy of these companies.



**ACTION PLAN:** You decide to focus on Ralph Lauren, Tory Burch and Coach. You begin by going to the Apparel Industry Research Center at Plunkett Research. There, you are able to download tables of revenue growth, along with summary discussions of the companies. Next, you use Plunkett descriptions to determine store count. You also use special Plunkett links to study apparel industry trends and statistics. You then use this data to help you explore and analyze the firms' use of social media and other advertising and branding techniques as you finalize your project.



**TIP:** Plunkett Research often provides hard-to-find information about privately-held retailers, such as revenues, employee count and sales per square foot of store space.

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## CONDUCT INDUSTRY RESEARCH



**EXAMPLE:** You are writing a report on changes within the global automobile industry from the end of the 2007-2009 recession through today. In particular, you want to see the growth in auto sales in emerging markets, along with the influence of consumer electronics technologies on automobile accessories and systems.



**ACTION PLAN:** Go to the Automobile Industry Research Center on Plunkett Research. Study the "Market Research and Trends" link to find a analysis of the industry, and of car markets in India and China. Next, study the growing application of apps and wireless communications technologies, such as "intelligent transportation systems" on the design of new cars.



**TIP:** Be sure to carefully study the many useful tables of industry statistics available in the "Statistics" link.

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## WRITE A BUSINESS PLAN OR MARKETING PLAN



**EXAMPLE:** You are part of a team writing a business plan for a new packaged food product. Your task is to research profit margins and other key facts at food manufacturers. In addition, you need to create a list of leading supermarket chains as prospective resellers of your products.



**ACTION PLAN:** Go to the Food Industry Research Center at Plunkett Research. Using the Companies link, export a spreadsheet comparing key operating financials for the largest food manufacturers, such as Nestle. Next, create a similar spreadsheet for smaller, niche players. Use these numbers to set goals for your startup's financial performance. Next, go to the Retail Research Center and use the Companies link to export a prospect list of supermarket firms, based on your own criteria.



**TIP:** You will be able to study key trends and statistics in your targeted industry. This will enable you to broaden your perspective and provide valuable input to your team.