

ECONOMIC DEVELOPMENT: TOP USES FOR PLUNKETT RESEARCH ONLINE

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Nº.1

SUPPORTING BUSINESS GROWTH:



EXAMPLE: You are helping a client with a presentation for potential investors. You need to create a detailed report on the automotive industry, including a history of automobile sales in the U.S. for the past 5 years, the names and vital details of leading auto component manufacturers in the Midwestern states and a list of the cars that get the highest fuel economy.



ACTION PLAN: Use the Automobile Industry Research Center. Search, view and export a custom list of auto manufacturers in the “companies” tool. Copy the chart of top fuel-efficient cars and the table of auto industry sales history from the “statistics” tool. Use the “market research” tool to study and copy relevant industry trends.



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

Nº.3

TRAINING & EDUCATION



EXAMPLE: You are planning a strategic weekend retreat for government officials and business owners to be held in 30 days. Your staff plans to open the retreat with a presentation of trends within five key industries: Insurance, Nanotechnology, Computers/Infotech, Entertainment and Health Care.



ACTION PLAN: Utilizing the Industry Research Centers within Plunkett Research Online, your professionals are able to quickly create and distribute professional-quality summaries of each industry sector, listing key trends, total size of market and top companies in each industry. You can export desired data directly into PDF files and Excel spreadsheets.



TIP: Use the terrific 5-minute video introductions to each industry, found on Plunkett Research Online, to add extra excitement to your meeting.

Nº.2

PROSPECTING



EXAMPLE: Your economic development leader has an urgent need for a list of the leading health product manufacturers within a neighboring state.



ACTION PLAN: Using a few simple criteria within Plunkett Research Online's Health Care Industry Research Center, you can export a list of major health product firms headquartered in that state, including company name, address, phone, executive names with titles, revenues and business sector into Excel.



TIP: Using a simple form within Plunkett Research Online, you are able to download the Excel file, or email it directly to the party who needs it.

Nº.4

ECONOMIC DEVELOPMENT – STRATEGY AND SUPPORT



EXAMPLE: Your staff decides to look into the growth potential of a cutting-edge industry: Renewable Energy.



ACTION PLAN: Go to the Alternative and Renewable Energy Industry Research Center on Plunkett Research Online. Build an industry summary including a) an introduction to the industry; b) discussions of wind, solar, hydroelectric and biomass power; c) an overview of fuel cell technologies; and d) a statistical breakdown of renewable energy consumption within the U.S.



TIP: Your staff will be able to research and fully understand the trends, growth opportunities, technologies and challenges of vital industry sectors – this knowledge will help them select which industries to focus on, and will enable your team to be fully up-to-date on industry trends during those all-important first meetings with potential clients.

SUMMARY

The proprietary industry data within Plunkett Research Online, written and presented in a language and format that anyone can quickly understand and evaluate, accessed within industry-specific Research Centers, will save you and your staff countless research hours. Appropriate staff members will be better informed about vital industries and their key facts. Economic development team members will be confident and knowledgeable on sales calls and initial meetings. No other research tool gives economic development professionals the cost-effective, easy-to-use features available on Plunkett Research Online.