MKTG6202: Library Resources

Pat Norman | Academic Liaison Librarian
pat.norman@sydney.edu.au
Step 1

What kind of Information do you need?

Where is your company located (what country)?

Are you looking for news? Regulation? Competitors?

Is there more general country/market information you require?
Step 2: Identify your Company

- Is the trading name different to the legal name?
- Is it part of a parent company?
- Is it private or publicly listed?
Step 3

Identify your Industry

What sort of product does your company sell?

What are different ways this industry can be described?

Do your company’s products fall under broader industry categories?
Search a Database
What are the key Databases?
- **Company information**
  - Covers top 20,000 companies in Australia by revenue
  - Financial information for private companies

- **Individual search**
  - Key figures and people

- **General search**
  - Click the search button on the top right
  - Company competitors
Australia Industry Reports
- ANZSIC Scheme
- Performance, outlook, life cycle, markets

Specialised Industry Reports
- Niche and emerging markets

Business Environment Profiles
- Sentiment, tech adoption, earnings

Global Industry Reports
Welcome University of Sydney

Welcome to IBISWorld, Australia's most comprehensive collection of Industry Market Research, Industry Risk Ratings and Company Research.

Start your search here:

Search by keyword, company or code:

Browse report listings:
- Australia Industry Reports (ANZSIC)
- Australia Specialized Industry Reports
- Global Industry Reports

Australia Business Environment Profiles
- Australia Company Reports
- Australia Company Wizard

Recently Updated at IBISWorld
- C1411 - Log Sawmilling in Australia
- OD5247 - Pain Medication OTC Manufacturing in Australia
- OD4097 - Online Book Sales in Australia
- I4820 - Water Passenger Transport in Australia
- C2592 - Toy and Sporting Goods Manufacturing in Australia
Category Briefings
- In-depth market reports on consumer retail and luxury goods categories

Country profiles
- Insights into economies around the world

Consumer information
- Research and analysis about consumer trends, demographics and preferences

Industry Reports
Small Appliances in Asia Pacific

Global Briefing | 29 Mar 2017

Asia Pacific posted the highest volume growth in small appliances over 2011-2016, at a volume CAGR of 7%, driven by emerging markets such as China, India and Indonesia. Air treatment products posted the highest absolute volume growth among these markets over the same period. Increasing disposable incomes and a preference for convenience are the main factors driving growth in the region.

Read more >
- **Company profiles**
  - Overview of company performance, comparisons, and key information

- **Industry snapshots**
  - Comprehensive one page overview, and links to targeted analysis

- **External reports**
  - Economist Intelligence Unit reports and others

- **News media**
- Technology trends
  - Research, predictions and insights into technology adoption

- Hype cycle
  - Maturity and adoption of different technologies

- Magic Quadrants
  - Evaluate competing technology providers within a market
- Journal articles
  - Context, background and academic research
- Market reports
  - Country and industry reports from Marketline and others
- Case studies
  - Case studies and insights from industry
- Background searching
  - Company & Industry details
  - Company websites and competitors
- News media
  - Recent news and trending topics
- General search
  - Government agencies and reports
  - Parliamentary inquiries
  - Regulatory changes
Finding information is like a jigsaw puzzle.

You need to put it together from a range of sources!
There’s nothing out there other than my company website!
I’m not sure what industry my company operates in!
I can’t find my company in the database!
I need to know who my company’s competitors are!
I can’t find any information on my product category!
I need to know about the regulatory environment around my company!
Can’t find what you want? Don’t give up!

There are options:

• Expand your search to industry level
• Change your search terms
• Try a different database
• Contact your Librarian!