GALE BUSINESS INSIGHTS: FIND AND ANALYZE YOUR INDUSTRY

Gale Business: Insights contains detailed company, industry, and country information as well as industry publications and case studies. With a simple interface, researching competitors and gaining a competitive edge is simple.

Utilize this tip sheet to better understand workflows to find industries, and utilize the organizer on the back to start your own research.

FIND

USE YOUR INDUSTRY CODE

- If you know the **NAICS** code for your industry, utilize the **Basic Search** bar to search for the code, or use a keyword to find matches.

BROWSE INDUSTRIES

- Select **Browse all Industries** on the homepage.
- Utilizing the drop downs, narrow your results based on industry type.
- Select your industry of interest to access an **Industry Profile**.

ANALYZE

INDUSTRY PROFILE

- Once you have found your industry of interest, select it to be taken to the **Industry Profile**.
- Utilize the top of the **Industry Profile** to gain valuable insights into basic information like revenue, number of companies, and top companies.

INDUSTRY ARTICLES

- Scroll down on the page to find all related **Industry Articles**.
- Helpful document types to explore include:
  - Trade Journals
  - Company Profiles
  - Market Research Reports
  - Case Studies
  - News

TURN THE PAGE to use our organizer to research your industry. >>>

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INDUSTRY ANALYSIS ORGANIZER

Industry Name:

NAICS Code:

Industry Description:

Key Players:

Industry Reports:
Review available reports including Plunkett or U.S. Industry.

How does your company fit into your industry?

Market Research Report:
Find a report in the Market Research Reports section found under Industry Articles that most closely aligns to your business.

What advantages or disadvantages do you see with your company's place in the market?

News:
Take time to explore the News section found under the Industry Articles. Consider utilizing the available filters to research specific topics or news outlets.

What trends do you see in news related to your industry?

How do you think this will impact your company?

How can you use this information to make effective change within your company?

Reflection:
Once you complete your research, consider the potential impacts and opportunities you may face in the future. To propel your knowledge forward, a SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis can further organize your thoughts and action plan.

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