Business Database Handbook is a series of introduction to the business databases subscribed by Fogler Library at University of Maine. It covers general questions relating to how to access the database, how to use it, how to design search strategy, what are alternatives, etc.

For any questions about the business databases, please feel free to contact me.

Created by Grace Liu on August 11, 2014 updated on July 24, 2015;

Grace Liu
Business Librarian
Raymond H. Fogler Library
5729 Fogler Library, Orono, ME 04469
Phone: (207) 581-3610
Email: Yan.liu@umit.maine.edu
Purpose of Use

IBISWorld serves the purpose of Industry research. It includes 40-page industry reports for a wide range of industry in US, UK and China and global business. It supports the industry research for:

- Industry profiles
- Industry performance
- Industry outlook
- Supply Chain
- Market share
- Competitive landscape
- Operating conditions
- Statistics

Others:

- Business Glossary

Content Details

IBISWorld reports provide strategic insight and analysis on over 700 U.S. industries, over 390 industries in the United Kingdom, over 180 industries in China, and over 70 global industries.

The report follows a standard structure:

About the industry

- Industry Definition
- Supply Chain
- Major Players
- Main Activities
- Similar Industries
- Additional Resources
- Industry Jargon
- Glossary

Industry at a Glance

- Industry structure
- Executive Summary
Industry Performance

Key External Drivers
Current Performance

Industry Outlook

Industry Outlook
Industry lifecycle

Products & Markets

Supply Chain
Products and Services
Demand Determinants
Major Markets
International Trade
Business Locations

Competitive Landscape

Market Share Concentration
Key Success Factors
Cost Structure Benchmarks
Basis of Competition
Barriers to Entry
Industry Globalization

Major Companies

Other companies

Operating Conditions

Capital Intensity
Technology & Systems
Revenue Volatility
Regulation & Policy
Industry Assistance

Key Statistics

Industry Data
Annual Change
Key Ratios

A list of industries covered in IBISWorld is available at:

http://www.ibisworld.com/industry/home.aspx

How to Use It?
IBISWorld has very intuitive browsing and searching function. You could either browse report listings by industries or search in the report.

A Library Tutorial from Purdue Libraries: Getting Started with IBISWorld

Data Sources

The content of IBISWorld is created by the in-house analysts and researchers. The author of individual report can be located at the top of the report. The data/charts used in the report don’t cite the original source.

Research Reminder

The quality of the reports greatly depends on internal quality control methodologies, the competence of their analysts and writers, and the resources collected and analyzed by the analysts. Below is the disclaimer from IBISWorld: “IBISWorld Inc. and its Affiliates do not warrant, guarantee or make any representations to you, regarding the use, or the results of the use of the software or any information in IBISWorld, including, but not limited to its correctness, accuracy, reliability, performance or otherwise.”

Alternative Resources


- Market share reporter: trends over time: collection of market shares from the top 50 subjects covered in 22 editions of Market share reporter, with industry overviews, timelines, and more

- MarketLine Industry Profiles from Business Source Complete
  Reports on national and international industries. Previously called Datamonitor, reports are accessible via the database Business Source Complete.
  Online Access.

- Handbook of industry profiles [Hoover’s]

- Mergent’s industry review
Standard & Poor's Industry Surveys
In-depth economic and business information on 50 major industries. List of industries covered. Updated 3 times annually. Accessing Standard & Poor's Industry Surveys (YouTube video, 1'27").

Online Access

Report a Problem
If you encounter a technical problem accessing this database, please let us know.