

# Researching Competition

# Competitive Intelligence

1. Google search: geographic area +type of business
  - Massachusetts printers
  - Des Moines restaurants
2. BizBuySell.com
3. Hoovers Database of Businesses
4. Industry Journals and Blogs
5. App stores

# Google Competitive Search Example



motorcycle helmets with heads up display

Web

Shopping

Images

Videos

News

More ▾

Search tools

About 70,800 results (0.40 seconds)

Shop for motorcycle helmets with... on Google

Sponsored ⓘ



Reevu FSX1  
Rear-View M...  
**\$479.95**  
✓ RevZilla.c...



Bell Revolver  
Evo Matte Bla...  
**\$199.95**  
LeatherUp.com



Reevu MSX1  
Rear-View H...  
**\$399.99**  
✓ RevZilla.c...



Bell Revolver  
EVO Matte Bl...  
**\$199.95**  
Motorcycles5...



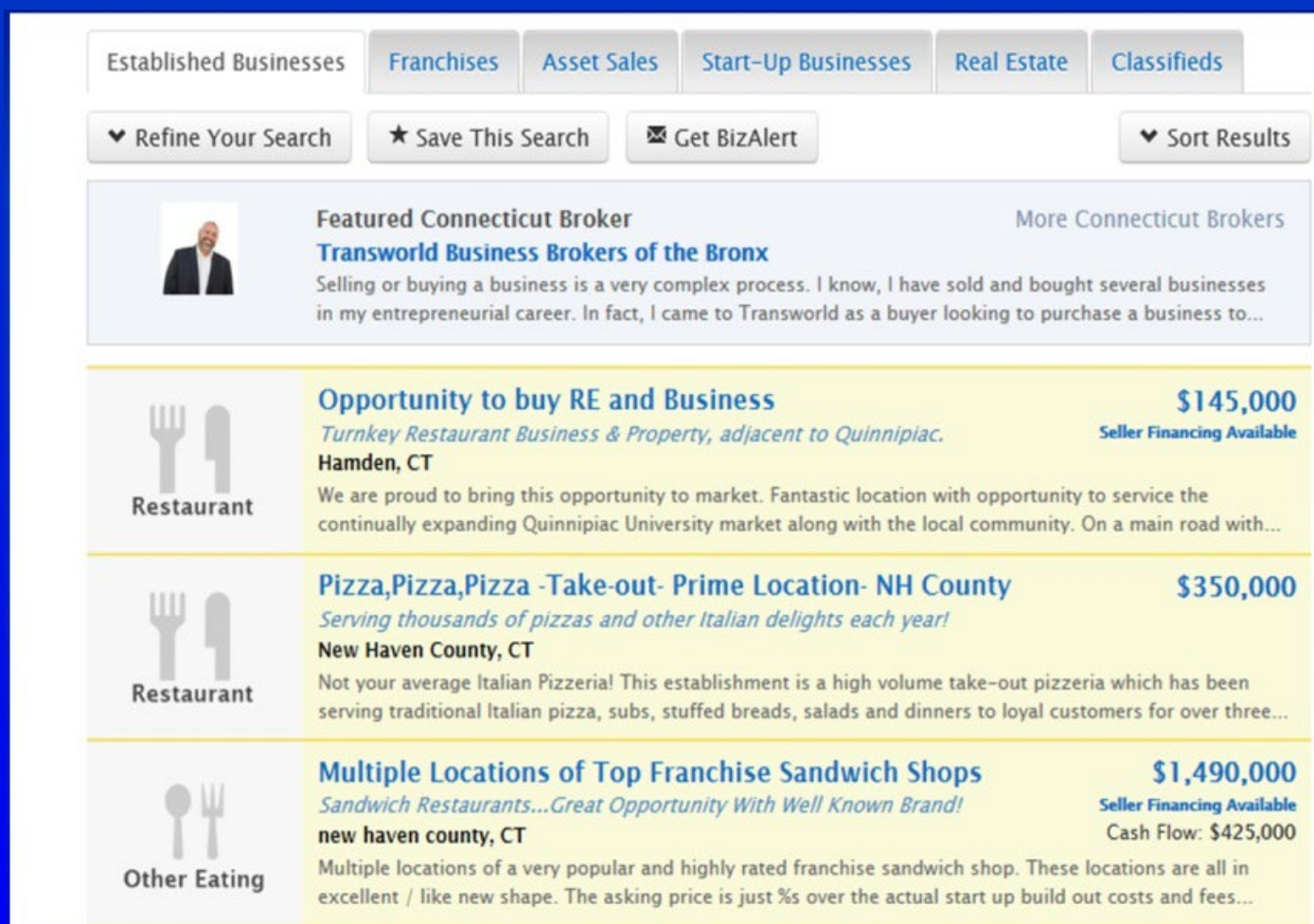
Reevu FSX1  
Rear View M...  
**\$479.99**  
J&P Cycles

# Researching Industry Profitability

Consult [www.BizBuySell.com](http://www.BizBuySell.com)

for businesses like the one you want to start.

What is typical **cash flow** (annual cash profit)?



The screenshot displays the BizBuySell.com website interface. At the top, there are navigation tabs: Established Businesses, Franchises, Asset Sales, Start-Up Businesses, Real Estate, and Classifieds. Below these are buttons for 'Refine Your Search', 'Save This Search', 'Get BizAlert', and 'Sort Results'. A featured section for Connecticut brokers is shown, followed by three business listings:

Category	Business Name	Price	Additional Info
Restaurant	Opportunity to buy RE and Business <i>Turnkey Restaurant Business &amp; Property, adjacent to Quinnipiac.</i> Hamden, CT	\$145,000	Seller Financing Available
Restaurant	Pizza,Pizza,Pizza -Take-out- Prime Location- NH County <i>Serving thousands of pizzas and other Italian delights each year!</i> New Haven County, CT	\$350,000	
Other Eating	Multiple Locations of Top Franchise Sandwich Shops <i>Sandwich Restaurants...Great Opportunity With Well Known Brand!</i> new haven county, CT	\$1,490,000	Seller Financing Available Cash Flow: \$425,000

A yellow arrow points to the 'Multiple Locations of Top Franchise Sandwich Shops' listing, specifically highlighting the 'Cash Flow: \$425,000' information.

# Hoover's Database of Businesses

Hoovers Database

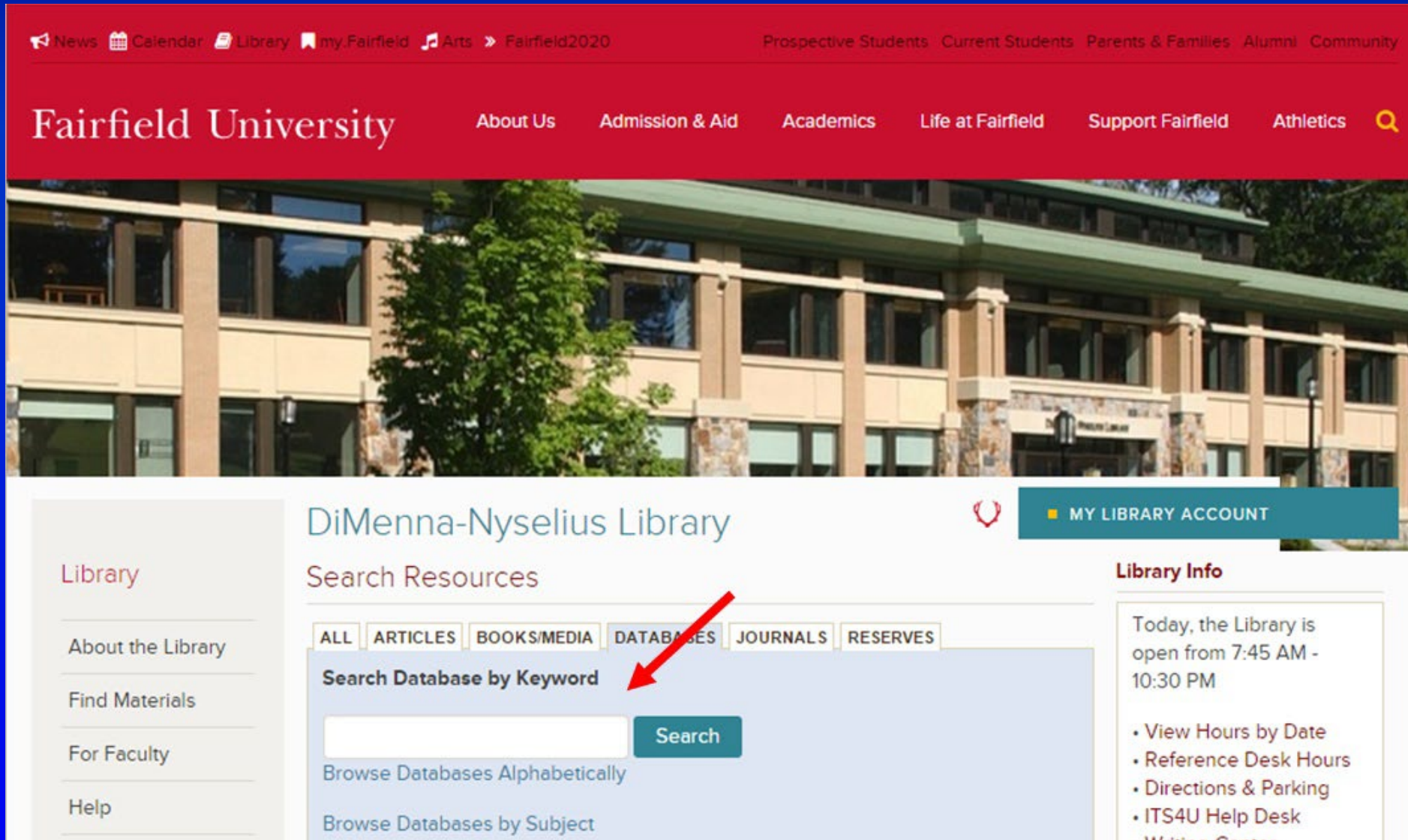
<http://www.Hoovers.com/mktsem/access-all-businesses.html>

Fee-based, but free through college library and some town libraries.

Also offers 2-day free trial



# Searching University Library of Databases



The screenshot displays the Fairfield University website. The top navigation bar includes links for News, Calendar, Library, my.Fairfield, Arts, and Fairfield2020, along with links for Prospective Students, Current Students, Parents & Families, Alumni, and Community. Below this is a red header with the Fairfield University logo and navigation links for About Us, Admission & Aid, Academics, Life at Fairfield, Support Fairfield, and Athletics. A large photograph of the DiMenna-Nyselius Library building is shown. Below the photo, the DiMenna-Nyselius Library search resources page is visible. On the left is a 'Library' sidebar with links for About the Library, Find Materials, For Faculty, and Help. The main content area features a 'Search Resources' section with tabs for ALL, ARTICLES, BOOKS/MEDIA, DATABASES (highlighted with a red arrow), JOURNALS, and RESERVES. Below the tabs is a 'Search Database by Keyword' section with a search input field and a 'Search' button. Further down are links for 'Browse Databases Alphabetically' and 'Browse Databases by Subject'. On the right is a 'Library Info' section with a teal 'MY LIBRARY ACCOUNT' button, library hours (7:45 AM - 10:30 PM), and a list of services including View Hours by Date, Reference Desk Hours, Directions & Parking, ITS4U Help Desk, and Writing Center.

News Calendar Library my.Fairfield Arts Fairfield2020 Prospective Students Current Students Parents & Families Alumni Community

Fairfield University About Us Admission & Aid Academics Life at Fairfield Support Fairfield Athletics

DiMenna-Nyselius Library

Search Resources

ALL ARTICLES BOOKS/MEDIA **DATABASES** JOURNALS RESERVES

Search Database by Keyword

Search

Browse Databases Alphabetically

Browse Databases by Subject

Library

About the Library

Find Materials

For Faculty

Help

MY LIBRARY ACCOUNT

Library Info

Today, the Library is open from 7:45 AM - 10:30 PM

- View Hours by Date
- Reference Desk Hours
- Directions & Parking
- ITS4U Help Desk
- Writing Center

# How to Search Hoover's for Competitors or Suppliers in an Industry

Q Searching: 1 database ▾

2 Recent searches | 0 Selected items | My Research | Exit

◀ All databases | Business databases

Preferences | English ▾ | Help ?

ProQuest

## Hoover's Company Profiles

Basic Search | Advanced ▾ | Browse | About

Advanced search | Recent searches

Motorcycle Helmet

☐ Full text

### Hoover's Company Profiles

This database contains proprietary information about more than 40,000 public and non-public companies and 225,000 key executives. Hoover's, widely recognized as a leader in company data, delivers in depth industry analyses, information on a company's location, summary financials, top competitors, top officers and more.

[More information](#)

### Subject coverage

- Company overview
- Company history
- Officers and board members
- Competitors
- Products and operations
- Auditors

### Want to Learn More?

Try one of these options:

- Search the online Help.
- Learn about search syntax changes in the new ProQuest.
- Discover answers to common questions at ProQuest's Product Support Center.
- Got an uncommon question? [Contact](#) our Customer Support Team.

### Search tip


By default, we will look for documents with all the terms entered.

Use "quotation marks" to search for exact phrases.

Separate terms with OR to find any of the words entered.

# Sample Search Results on Hoover's

**ProQuest** **Hoover's Company Profiles**  
Basic Search | Advanced ▼ | Browse | About



Motorcycle helmet 

☐ Full text Modify search | Tips

**9 Results \*** Search within Create alert Create RSS feed Save search

0 Selected items [Clear] Save to My Research Email Print Cite Export/Save ▼

☐ Select 1-9 Brief view | Detailed view

<input type="checkbox"/> 2		<a href="#">MXL Industries, Inc.</a> <b>Hoover's Company Records</b> Mm-Mz. (Oct 15, 2014) ...optical plastic products such as <b>motorcycle helmet</b> flip shields and visors. MXL <span>Citation/Abstract</span> <span>Link to full text</span> <span>Preview</span>
<input type="checkbox"/> 3		<a href="#">Red Spot Paint &amp; Varnish Co., Inc.</a> <b>Hoover's Company Records</b> R. (Oct 15, 2014). ...goods such as golf club shafts and <b>motorcycle helmets</b> . Red Spot's products <span>Citation/Abstract</span> <span>Link to full text</span> <span>Preview</span>

**Narrow results by**

- ☒ Full text
- ☐ Source type
- ☒ Reports (9)
- ☐ Publication title
- ☐ Document type
- ☐ Subject
- ☐ Company/organization



# Sample Hoover's Company Profile

[← All databases](#) | [Business databases](#)



## Hoover's Company Profiles

[Citation/Abstract](#) [← Back to results](#)

Click on company name for Financial data

☐ Add to selected items



Save to My Research



Email



Print



Cite



Export/Save

MXL Industries, Inc.

Hoover's Company Records

### Abstract (summary)

To mold or not to mold, that's not even a question for the folks at [MXL Industries](#)<sup>[i]</sup>. The company has become an injection molding specialist that manufactures a variety of goods, including optical plastic products such as **motorcycle helmet** flip shields and visors. [MXL Industries](#)<sup>[i]</sup> makes polycarbonate parts requiring adherence to strict optical quality specifications. It also provides abrasion and fog resistant plastic coating services, and injection molding for custom plastic products. President Jim Eberle and a group of senior managers bought majority control of [MXL Industries](#)<sup>[i]</sup> in 2008; [National Patent Development](#)<sup>[i]</sup> retains a 20% interest.

# Expanded Company Profile

## Browse Company Record

Fact Sheet  
Overview  
History  
People  
Products & Operations  
Subsidiaries & Affiliates  
Competitors  
Financials

## Tools

## Mxl Industries, Inc.

1764 Rohrerstown Rd	Phone: +1-717-569-8711
Lancaster, PA	Fax: +1-717-569-8716
17601	
United States	 <a href="#">Map This Company</a>
<a href="http://www.mxl-industries.com">http://www.mxl-industries.com</a>	Hoover's coverage by Lesley Epperson

## Overview

To mold or not to mold, that's not even a question for the folks at MXL Industries. The company has become an injection molding specialist that manufactures a variety of goods, including optical plastic products such as motorcycle helmet flip shields and visors. MXL Industries makes polycarbonate parts requiring adherence to strict optical quality specifications. It also provides abrasion and fog resistant plastic coating services, and injection molding for custom plastic products. President Jim Eberle and a group of senior managers bought majority control of MXL Industries in 2008; National Patent Development retains a 20% interest.

## Full Overview

## Financials

Key Financials for Mxl Industries, Inc.

Company Type	Private - Single Location
Fiscal Year-End	December
Annual Sales (mil.)	\$8.8
1-Year Sales Growth	0.000000000000
Annual Net Income (mil.)	\$0.0
1-Year Net Income Growth	0.000000000000
Employees	65

# Industry Journals and Blogs

- Search for “[your industry] trade journal”
- TechCrunch.com

*Startups profiles, Internet product reviews and breaking tech news*

# App Stores

To search for competing apps

- Apple Apps

<https://www.apple.com/app-store/>

- Google app store:

<https://play.google.com/store/apps>

