Databases & Resources for Core New SERVICES Project

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Introduction

This packet provides you with screen shots of some of the library databases that will be most helpful for your course project such as Reference USA and SRDS as well as the American FactFinder and NAICS websites.

The Pardee Librarians have put together a guide for your course: SM 323 New Services Development: http://library.bu.edu/sm323services

This guide is part of the SM323 Library Portal.

For assistance using these databases, please contact the reference librarians and reference assistants available at the Pardee Library: http://www.bu.edu/library/management/about/staff/
SM 323: New Services Development Guide

I. Understanding Your Industry

The Pardee Library has many resources for understanding your industry such as industry reports, industry statistics and ratios, trade news and business articles. One of the first steps in understanding your industry is becoming familiar with the industry codes associated with your industry. The North American Industry Classification System is a system of industry codes developed by the U.S., Mexico and Canada to address the changing nature of the industries. These codes are important because several reference sources and databases are organized by these codes. Below is a link to the NAICS website and the NAICS Search feature to help you look up the NAICS codes for your industry.

http://www.census.gov/eos/www/naics/index.html


![North American Industry Classification System](image-url)
II. Determining Local Competitors – Reference USA

Reference USA is a directory database that covers approximately 52 million U.S. businesses. Reference USA allows you to create a list of companies by industry and geographic location. The following screen shots provide you with the steps for creating a list of beauty salons in Boston.

Search for beauty salons. NAICS Code: 812112. Select Geography: Boston, MA

- Click on U.S. Businesses.
Determining Local Competitors – Reference USA

- Click on Advanced Search.

- Select “Keyword/SIC/NAICS” under Business Type.
Determining Local Competitors – Reference USA

- Select “Search All NAICS”. Type an industry name or business type into the search box (Example: Beauty Salons).
Determining Local Competitors – Reference USA

- Click on the NAICS codes that appear in the Results box to select the codes. This will place the codes in the Selected box.

To better understand the NAICS Code structure, take a look at the 2017 NAICS structure: [http://www.census.gov/cgi-bin/sssd/naics/naicsrch?chart=2017](http://www.census.gov/cgi-bin/sssd/naics/naicsrch?chart=2017). This structure is organized by sector and industry group and provides industry definitions.
Determining Local Competitors – Reference USA

- Select City/State under Geography on the left hand side of the database.
Determining Local Competitors – Reference USA

- A list of states will appear. Scroll down to the state that you would like (Example: Massachusetts) and click on the arrow next to the state name. A list of cities/towns in that state will appear. Scroll down the list and select the city that you would like (Example: Boston, Massachusetts).
Determining Local Competitors – Reference USA

- Click on the city name (Example: Boston, MA). This will place the city name in the Selected box.

- Click on the "Update Count" button. Click on the "View Results" button to view the list of businesses.
Determining Local Competitors – Reference USA

- Click on the Heat Map button to view the business establishments on a Heat Map.
Determining Local Competitors – Reference USA

- Click on the “Plus (+)” sign in the lower right hand corner to zoom in on the Red areas on the map to view the high-density areas where business establishments are located.
Determining Local Competitors – Reference USA

- Continue to zoom in on the map until you see the clusters of bubbles. Each bubble represents an individual business establishment.
Determining Local Competitors – Reference USA

- Click on the individual business establishment to view details about the business and contact information. Click on the name of the business to access additional information about this establishment.

- To print the heat map, click on the “Print Page” icon. To download the heat map as an image, click on the “Export as Image” icon.
III. Determining Local Markets and Segments

U.S. Census Bureau: American FactFinder – The American FactFinder provides a gateway to community facts and local demographics searchable by state, county, city, town or zip code.

[http://factfinder.census.gov/](http://factfinder.census.gov/)

This is a screen shot of a sample search. Type Newton City, MA in the search box and a list of popular tables for this geographic area will appear such as the Profile of General Population and Housing Characteristics compiled from the 2010 Census data.
IV. Advertising Your Service - Local Advertising Rates

Standard Rate & Data Service (SRDS) provides media advertising rates, contact information and circulation information. It is a great source for advertising rates for print publications, both magazines and newspapers.

This is a screen shot of a sample search for the advertising rates for the Boston Globe. Select Newspaper Media. Select DMA: Boston, MA (Manchester, NH) under Markets for a list of local newspapers. Select The Boston Globe and click on the Rates & Policies tab to access the advertising rates for this publication.

The Boston Globe
Boston Globe Media Partners LLC

GENERAL RATE INFORMATION
Rates Effective: 1-1-16

Commission & Cash Discount
15% to agencies; no cash discount. All invoices are payable in full upon receipt.

General Rate Policy
5-day notice given of any rate revision.
Tobacco advertising are not accepted.

BLACK & WHITE RATES

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