COMPETITIVE INTELLIGENCE
SECONDARY INFORMATION FOR BUSINESS

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WHAT DATA DO YOU NEED?

- Who are my potential customers (consumers or businesses)?
- Do I need demographic info on consumers of specific locations?
- Do I want a list of potential competitors, suppliers, customers?
- Do I need financials for benchmarking?
- Do I need economic info for specific locations?
- Do I need technical info in developing a product/service?
ENTREPRENEUR MARKET RESEARCH GUIDE

- Industry Info & Reports
- Business Plans models
- New Mexico info
- Demographics of customers
- Location
INDUSTRY REPORTS & INFO

• Reports on large and small industries
• Articles on various industries
• Articles on industry trends
• Financial ratios for industries (benchmarks)
• Potential customers and competitors
• Industry trade associations
EXAMPLE: IBISWORLD CRAFT BREWERIES REPORT

Key Statistics Snapshot
- Revenue: $5.8bn
- Annual Growth 11-16: 20.1%
- Annual Growth 16-21: 4.4%
- Profit: $548.9m
- Exports: $165.5m
- Businesses: 3,944

Market Share
- D.G. Yuengling & Son Inc.: 21.6%
- Boston Beer Company: 16.6%

Key External Drivers
- Demand from beer wholesalers

Revenue vs. employment growth
- % change over years from 2008 to 2022

Demand from beer wholesaling
- % change over years from 2009 to 2021

SOURCE: IBISWORLD.COM
MARKET & DEMOGRAPHICS

- Statistics on people in specific locations
- Social & economic statistics by location
- Direct marketing list
- Market reports on specific people (e.g. millennials), products/services
- Articles on products/services
- Number of potential … competitors, customers, suppliers by location
MAP DATA: POLICYMAP (MEDIAN INCOME 2011-15)
MAP DATA: SOCIAL EXPLORER (RENTER OCCUPIED)
Guides available at - http://libguides.unm.edu

- Chemistry
- Engineering
- Biology
- Computer Science
QUESTIONS

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