**Make Up Assignment #2:**

Create a guide to finding Market information through various library databases.

The guide should show how to find market information (like market size, market share, competitors in the market, trends/outlook) for 2 of the library databases. The guides can be created in Microsoft Word and have the form of a visual guide such as this one:

<http://langsdale.ubalt.edu/howto/ASP_guide_2009.pdf>

There is a list of marketing related databases here:

<http://ubalt.libguides.com/marketing>

Your guide should cover using 2 of the following:

1. Mintel

2. Business & Company Research Center

3. Business Source Premier.

I will accept other databases and other formats for this guide, but you should clear them with me first.

Each of the databases above has a unique set of market information in it. Your guide should explain the following for each one:

1. What type of market information is contained in the database?

a. Is it worldwide, nationwide, local?

b. Are the industry definitions broad categories or narrow ones? Give a few typical examples.

2. What is the source of the market data in this database? How do they get it or what is the source?

3. Show how you go about searching for/finding market information in this database.

In addition, you should explain what a NAICS code is, how to look them up and how it can help you in a search (not so much for Mintel, but in the other 2)