These proprietary databases will help you find information that is helpful for digging deeper about the company you select for your Sales Project.

(1) **Company information (MUST be publicly Traded) – Business Source Premier.**
    
    
    **(1)** Select **Business Source Premier** link and search for your companies’ SWOT Analysis report to answer the following questions:

**COMPANY OVERVIEW:**
1. Briefly describe what products/services the company offers
   
   ______________________________________________________________________________________
   
   ______________________________________________________________________________________
   
2. Are they in other countries? List a few ______________________________________________________________________________________

**KEY FACTS**

3. Number of employees: ________________
4. Revenue: ________________

**SWOT ANALYSIS**

5. List 2 Strengths __________________________________________________________________________

   ______________________________________________________________________________________

6. List 2 Weaknesses ________________________________________________________________________

   ______________________________________________________________________________________

7. List 2 Opportunities ______________________________________________________________________

   ______________________________________________________________________________________

8. List 2 Threats __________________________________________________________________________

   ______________________________________________________________________________________

(2) **Industry Analysis – IBISWorld Industry Market Research**


**(1)** Select **IBISWorld Industry Market Research** link and answer the following questions:

1. What is the NAICS code(s) for your selected company? __________________________________________________________________

2. Choose one of the industries of your company. Look at the tab reports in IBISWorld. Find the following information:

   Major Product[s]/ service[s]:

   Name 3 dominant companies or competitors

   1. ________________________________________________________________________________

   2. ________________________________________________________________________________

   3. ________________________________________________________________________________
(3) Major Competitor Company information – Business Source Premier.

(1) Select Business Source Premier link and search for your companies’ SWOT Analysis report to answer the following questions:

COMPANY OVERVIEW:
1. Briefly describe what products/services the company offers
______________________________________________________________________________________
______________________________________________________________________________________
______________________________________________________________________________________

2. Are they in other countries? List a few ____________________________________________

KEY FACTS
3. Number of employees: ______________________
4. Revenue: ______________________________

SWOT ANALYSIS
5. List 2 Strengths ____________________________________________

6. List 2 Weaknesses ____________________________________________

7. List 2 Opportunities ____________________________________________

8. List 2 Threats ____________________________________________

(4) Sales Product information – Business Source Premier.

1. Select Business Source Premier link and search for your companies’ products and services:

2. What is the product/service you have selected for your sales project_____________________________________

3. What other products/services does this company sell_____________________________________

4. Do they specialize? What is specialty? What makes it special? ___________________________________

5. Find at least 2 resources about the product you selected and write sources here…you may also want to email the information to yourself for future reference.
______________________________________________________________________________________
______________________________________________________________________________________

6. If time, look to see if you can get the same information about your competitor’s products. Save your info.
______________________________________________________________________________________
______________________________________________________________________________________

7. Think of other ways you can continue to collect information and data about your product and the products of your competitors. Start a file of this information as you will use it throughout the term.