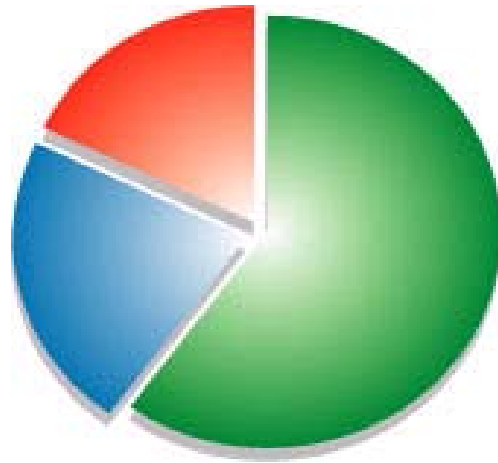


**Research Guide No. 7**  
**Market & Sector Studies**



**The resources available at the Library**

# SUMMARY

## INTRODUCTION

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## INFOTHEC

- **Infothec** is accessible from the home page of the library web site, by simply clicking in the *Catalogue* button. This database is also accessible from outside the campus, by clicking on the button *Consult the Catalogue from outside the campus*.
- **The external databases** are accessible from the scroll bar menu (on the right hand side of the page). In addition, the guides are mostly available by going to the scroll bar menu to *Access to practical guides*. They include Factiva, Lexis-Nexis, Diane, Osiris, Thomson Analytics, Thomson Research (Investext) and Dafsaliens.
- The specific research methods for each database are presented so that you may put forward the simplest requests. For more complex use, please consult the **practical guide to the databases**, available from the library website.

## 1. INFOTHEC

The library has a large number of economic and sector studies. These studies are edited by Xerfi, Eurostaf, Les Echos or Benchmark Group.

In Infothec, go into expert search. In the search field, enter the sector that you are researching (for example: *luxury* if you are researching the luxury sector). In the type of contents, tick *Market Studies*. Start your search. The results list will give you the title of the document, its author and the edition. The documents appear in date order, starting with the most recent. To access a full notice on any particular document, just click on the title. This notice will give you a resume on the document. The code is the reference that you must note on the form, that is taken to the welcome desk at the library.

You will find in Infothec:

- **Xerfi studies.** These are available in paper form up until 2001, inclusive. After this date, you will find them in the Xerfi database (see *part 2. Databases*)
- **Eurostaf studies** until the year 2000, inclusive. Only the Sectorama studies are available on CD-ROM. This CD-ROM, updated in 2002, can be obtained from the loans counter. Amongst the covered sectors: Aeronautical, Energy, Horology, Media, Textiles, Meat etc.
- **Consumer Goods Europe Studies** are referenced in Infothec in the same way as periodicals. Since 2002, these studies have been located behind the welcome desk, and no longer in the Periodical Room.

These studies may be used in the library but cannot be borrowed. In addition, they may not be photocopied.

## 2. THE DATABASES

### XERFI STUDIES

Xerfi has put together two types of study:

- **Sector 700** that offers 700 studies on the French market in the following sectors: IAA, Chemistry-Pharmacy, Industries, BTP, Commerce-Distribution, Transports-Telecom, Services, Banking-Insurance, Media-Hobbies.
- **Eurodata** offers around one hundred European Market Studies.

When you arrive at the search interface, you may perform your search according to a number of different criteria:

- **NAF code** (if you know it)
- **Company:** type the name or part of the name of the company
- **Full Text:** enter a combination of words (one word per line). This search method is useful when you don't know in which bigger sector a smaller sector fits into. For example, if you are researching the luxury sector, then all you need to do is to type *luxury* in the search field. All studies carrying the word luxury in their title or in the text will be mentioned.
- **Sector** and sub-sector eventually, if you know exactly the adopted classification in the database.

Start your search. A results list will appear, mentioning the NAF code, the date of the study, its title, its reference and its relevance in relation to your request. This last point is interesting: in effect, it is giving you the occurrence of the word or words that you have requested in your study. Note that the studies are classed by relevance: the documents carrying the most occurrences of the requested terms are therefore considered the most important.

All the studies are available in full text, by clicking on *Read Study*. The European studies are recognisable as they are always preceded by an *e*.

**Note:** You may visualise the study or save it onto a disk, but **you may not print it out** either on the campus or off the campus: for this reason the *Printer* function has been de-activated.

## REUTERS BUSINESS INSIGHT

Reuters Business Insight is a database in English specialised into five large domains: Energy, Consumption, finance, health, and technology. It has very full studies on offer and prospectives on the grouping of the large sectors mentioned above.

When you arrive at the welcome page of the library, you have two options:

- **Do a search in free text**, by using the field designed for this in the column on the right. This is useful when you are researching a specific sector.

*Example: drink young*

A list of results then appears, giving the title of the study and its publication date. The studies are classed by their significance, as in the number of occurrences of the requested search terms in the text. You may change the order the results are classed by choosing from the scroll bar menu, on the right hand side of the page, *Publication Date*.

To access the text of this study, click on its title. You will be offered two formats:

- PDF format: this format keeps the original make up of the study.
- HTML format: this format does not carry any impositions (graphs, tables or charts).

Click on one of the two formats to read the study as you wish. The titles of the different chapters appear in the form of links. To have access, simply click on the title you require.

- **Click one of the 5 sectors offered:**

This is useful when you wish to have a panorama of the studies concerning a sector. By clicking on one of the five sectors offered, you have access to all the new studies available for that sector. To access all the studies for a sector, click on the link *Show All*, right at the bottom of the page on the right. All the sector studies appear, classed by their publication date (the most recent being the first).

To access the text of a study, click on its title. You will be offered two formats:

- PDF format: this format keeps the original make up of the study.

- HTML format: this format does not carry any impositions (graphs, tables or charts).

Click on one of the two formats to read the study as you wish. The titles of the different chapters appear in the form of links. To have access, simply click on the title you require.

## **FORRESTER RESEARCH**

This database, set in English, through multiple studies in full text analyses the Internet market and new technologies in IT as well as their impact on the business world, the consumers and society.

When you get to the welcome page, you must be identified by clicking on *Register/ Login* at the top on the left. Note, if you are not identified, you may not have access to these studies.

- **Search in free text**

This is useful when researching a precise sector.

By going to the research interface, go to the search field, in the column on the left of the screen *Search Our Research*. For example, to do research on the market of search engines, type the words *Search Engine* in the search field. You can search through Advanced Search Mode, by clicking on *More Search Options*, under the search field. This allows you to choose whether you would like the search to be started on all the words (Boolean operator AND between the terms), or on one of the words (Boolean Operator OR between the words).

Start your search by clicking on *Go*.

A list of results will appear, giving the title of the study, its author, its publication date and a small resume of the study. The studies are listed in order of relevance, expressed in percentage, in terms of the number of times the requested words for search appear. You have the possibility of changing the order the results appear in, by choosing *Date* the scroll bar menu, on the right of the search field.

Click on the title of the study in order to access it. The titles of different chapters of this study appear in the form of links. All you need to do then is to click on the chapters you require to access them.

- **Study by sector**

This research method allows you to have a panorama of a group of studies concerning the same sector. You also have the possibility to search all studies on a sector. For this, use the part that is beneath the search field: click on the sector that interests you. The titles of all the studies appear. These studies are listed by their publication date (starting with the most recent).

Click on the title of the study in order to access it. The titles of different chapters of this study appear in the form of links. Simply click on the title of the chapters you require to access them.