HTM 495 - SAOR Assignment Resources

START HERE ➔ libguides.gvsu.edu/htm/495

COMPETITIVE ENVIRONMENT & COMPANY INFORMATION RESOURCES

- Mergent Intellect
  *Competitor Lists, Financials, First Research Industry Reports*

- Passport
  *Competitive Positioning Report (Market Share), Suppliers, and Strategic Direction*

- Standard & Poor’s Net Advantage
  *Very Detailed Financial Information, Broad Industry Reports*

- Mergent Online
  *Company and Industry Financials, and Competitors Lists*

- Mintel Academic
  *Industry, Demographic, and Environmental Reports*

- Statista
  *Industry Reports, Consumer and Demographic Statistics*

FIND ARTICLES, SWOT REPORTS, AND MORE USING FIND IT!

If you did not find what you need in one of the databases above, or you would like a narrative article to help you understand your company, try searching for articles in the library search box (look for the button that says "FIND IT!" at the top of any page of the library website). The tips below will help you locate specific items in Find It!

- **Find Company Profiles or SWOT Reports using Find It!**
  Enter your company name and the type of report you are looking for. For example, a search for "Marriott" AND "company profile" will return several company profiles for Marriott International, Inc. Searching "Marriott" AND "SWOT" will return several SWOT reports for Marriott. Search "Marriott" AND "market research" to get market research studies on Marriott. Select "reports" under the "Content Type" filter on the left side of your screen for better results.
• **Find Articles about your Company or Industry using Find It!**
  Search using the Find It! box at the top of any page of the library website using the company or industry name and add keywords like "strategy," "trends," "growth," or "future." For example, "Marriott" AND "strategy" or "hotel industry trends." Further narrow by date, content type (Report or Trade Publication Articles), subject type (Example: Market Strategy) using the menus on the left side of your screen.

**MISSION STATEMENT AND COMPANY VALUES**

The best place to find mission statements and company values is likely to be the company's website. You’ll still need to cite your source - an example of citing the mission statement found on the Starbucks website is below.

**APA Citation Example for a mission statement found on the Starbucks’ website:**


**YOUR LIBRARIAN**

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- [millspae@gvsu.edu](mailto:millspae@gvsu.edu)
- [@infoericatweets](http://twitter.com/infoericatweets)
- [@infoerica](https://instagram.com/infoerica)

**OTHER RESOURCES:**

- Knowledge Market: gvsu.edu/library/km
- Library Website: gvsu.edu/library
- APA Citation Help: libguides.gvsu.edu/htm/apa