INDUSTRY – Most IMPORTANT – Use Locater Tools for NAIS or SIC Codes

It is often difficult to find the SIC/NAIC code – use locaters to get code and then use this code in appropriate research databases:

GOOGLE Searches:
- NAICS and barbershop
- NAICS and fitness
- NAICS and retail
- SIC and waste management

NAICS Found:
- 713940 - fitness
- 316992 – handbags
- 812111 - Barber Shops

Other Locator Tools
- NAICS tool from the U.S. Census Bureau – can be used for research as reliable source - http://www.census.gov/epcd/www/naics.html

Use NAICS/SIC number to search library databases

Library Online Databases:
- Under “I Need to Find”
- Select Articles & Databases
- Choose/expand Business Category [*]
- Select
  - Business & Company Resource Center (Gale)
  - Hoovers Company & Industry (Hoovers)
  - Business Source Complete (EBSCO)

In Electronic Books Category
Choose, Virtual Reference Library
For NAICS/Code Search Use Industry icon

Enter SIC or NAICS code & click correct button

Example: 713940

Industry Description Search (does not always give results)

- Enter description and see results
- Or Browse
See results
**HOOVERS**

- Use Industries Tab on upper navigation bar
- Type in industry: retail

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**Browse Hoovers Industries**

- Expand category to see sectors [+]

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**Retail Sector**

The US retail industry includes Wal-Mart, Home Depot, merchandisers and grocery specialty retailers are among the top sectors. The industry’s revenue from Internet and Mail-Order was $235 billion. Major competitors are concentrated in the top 5 of the industry’s revenue. **Get More Industry Insight with First Research**

**Associated Industry Codes**

- NAICS Codes
- SIC Codes
- 5221: Paint, glass, and wallpaper stores
- 5251: Hardware stores

**Call Preparation Questions**

- How effective is the company’s merchandising strategy?
- Selecting appropriate merchandise is a critical part of retail operations.

**Top Companies**

<table>
<thead>
<tr>
<th>Company</th>
<th>Sales</th>
<th>Employees</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>P M I TRADING LTD</td>
<td>29,193.51M</td>
<td>1</td>
<td>Dublin, Ireland</td>
</tr>
<tr>
<td>Federation of Merch</td>
<td>20,615.33M</td>
<td>83,615</td>
<td>Zurich, Switzerland</td>
</tr>
</tbody>
</table>
EBSCO – Business Source Complete

- Example Search: fitness and industry profile
- Another Example: Computers United States Industry profile Pulldown to Subject
- See results

- Scroll down to view
- Use sidebars to refine search results
- Go to Electronic Books category
- Select Virtual Reference Library (Gale)
- Go to Advanced Search
- Pulldown, pull to Publication Title:
- Type in Encyclopedia of American industries
- Scroll through entries to see industry
Title search

- Click on upper Tab button for Title List

- Scroll to Encyclopedia of American Industries

- See Table of Contents for industry
- Or Search All volumes of this edition
- See results

Another Search:
- Scroll to Encyclopedia of Global Industries
- Repeat above process