



Research Wizard Business Intelligence Brief

"Finding Good Information and Making it Better"

The Challenge of Niche Markets

Niche markets are both attractive and challenging. Even though you may not have many competitors, it's hard to find good information about these markets. Getting good clues about a niche market is the first task. Since niche markets are often new & innovative, your next move will be to understand the status quo and how the novelty of your new product or service will impact it. How will you lure customers away from more traditional markets?

Find Competitors & Customers

Niche markets contain mostly small, private companies. Sales and other indicators of business health are often unavailable.

You'll find good detail on private companies from the following electronic directories of companies. Use these sources in creative ways for company counts and measures of industry size for niche markets through the employee and sales range data they provide on private companies.

- **Reference USA** – Create a tailored list of companies to fit your niche market from this directory of all U.S. companies. *At all TCCL libraries*
- **MDDI (D&B)** – Get exclusive details on every company in the U.S. Build your own database of competitors and customers to match your market. *At Central Library*
- **Corp Tech Directory** – Identify all the players in a wide range of technology markets and narrow your list to those specific to your needs. *At Central Library*

Locate Market Data

Data on niche markets can be a real challenge. You may need to look at the larger market and create your own niche data from a combination of several different resources. The following will get you started with good detail on industries at the 4-digit SIC and 6-digit NAICS level.

- **County Business Patterns** – Compile number of firms, number of employees and payroll by NAICS at state and county levels for all industries. U. S. Census Bureau. www.census.gov/epcd/cbp/view/cbpview.html.
- **Manufacturing & Distribution USA** – Gather data on production, shipments, inputs & outputs by industry, produce share by NAICS & by geography. *At Central Library*
- **Demographics Now** – Pinpoint your market by lifestyle. Most of the basic market data you will need for end user customers. *At Central Library*
- **First Research** – Individual market studies for specific industries, both detailed and overview. *At Central Library*

Niche Markets in the News

Newspapers and magazines may be the only place where you will find information on your market. Look for articles about small companies in local papers and search trade magazines for coverage of niche markets in their industries.

- **Business NewsBank** – Discover what local papers say about the companies in their towns. www.tulsalibrary.org.
- **NewsBank Newsfile** – Locate articles on companies and industries in major newspapers. www.tulsalibrary.org.
- **Business Source Elite** – Read about companies and markets in the full text of articles indexed in this database. www.tulsalibrary.org.
- **PR Newswire** – Find news releases just as they are issued by companies, some of which never get into a newspaper. www.prnewswire.com.

Other Niche Sources

Your best information source may be a trade association, a university study, or a government document. Look for nuggets of information in "white papers" published by industry experts on the Internet. In your favorite search engine, enter descriptive terms for the niche and "white paper."

Do companies in your niche contract with the federal government? Is there a trade association for either your niche or the larger industry of which it is part? These resources can help.

- **Encyclopedia of Associations** – Locate trade associations that may publish data for their industries. *At all TCCL libraries*
- **Central Contractor Registration & SBA Pro-Net** – Find registered government contractors and registered small businesses in these two databases. www.ccr.gov and www.pro-net.sba.gov.
- **U.S. Patent & Trademark Office** – Search the full text of patents & discover potentially competitive products. www.uspto.gov.

All of the above resources are available through Research Wizard. Our experienced professional researchers will help you define your niche market and get the information that fits it best.

Research Wizard will select the best resource and complete your research project for you.

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to Meet
Your Business Needs"**

