

Plunkett Research Online Quick Start Guide

713-932-0000

Introduction

Plunkett Research Online provides access to industry-specific research portals for the most important business sectors, such as automotive, consulting, E-commerce, entertainment & media, finance, and investments.

Each Industry Research Center features 8 Tools:

From the home page, click on any industry name and you will go to that company's research center.

- + **Market Research and Trends** – A market overview and an analysis of major trends that are creating rapid changes in the industry today.
- + **Statistics** – The statistics section contains extensive data on many facets of the industry in a charts and tables format.
- + **Company Profiles** – In-depth profiles of leading public and private companies. Includes business descriptions, financials, growth plans and executive contact names. Sort or limit search results to be as detailed as needed.
- + **Associations/Organizations** – Industry associations, government agencies and trade associations with contact information. This is a great place to look for organizations that can provide more information on specific topics.
- + **Glossary** – An industry-specific glossary written in language that is easy-to-understand. This information is ideal to use when preparing for job interviews or sales presentations.
- + **Export Company Contacts** – Our company contact information can be exported to Microsoft Excel or Text file. Includes company name, address, phone, website and executives.
- + **Export Associations/Organizations** – Industry associations, government agencies and important industry phone numbers and web sites.
- + **Plunkett's Build-A-Report** – Quickly build a custom report based on trends, statistics, company profiles, contacts, and glossaries. You can then email, save, download print, or view your personalized report.

There are also several specialized research centers:

From the home page, click on any of these specialized areas.

- + **Job Seekers** - Special content areas for job seekers that contains resources and tools, research tips, employment market analysis and the ability to screen and target companies. The company profiles in this section also highlight what majors and career fields each company likes to hire from.
- + **International Companies** – A compilation of all the companies Plunkett profiles that are headquartered outside of the U.S. A great place to turn to search for companies in a specific country.
- + **Middle Market** – A compilation of all the companies Plunkett profiles that report revenues between \$100 million and \$500 million for two consecutive years.

+ **Private Companies** – A compilation of all the companies Plunkett profiles that are privately owned.

+ **Canadian Industries Center** – Coming Soon!

If you need help:

+ Click the links under the **Help/FAQs** section on the right side of the home page.

+For search assistance, ask your organization's subscription contact or call Plunkett Research at 713-932-0000, or email customersupport@plunkettresearch.com.

+For technical problems, email customersupport@plunkettresearch.com.

Features:

+ Updates posted weekly.

+ Save or email exported files.

+ Market research trends and statistics are fully bookmarked, searchable and printable PDF files.

+ Associations/organizations database is fully searchable.

Searching Tips:

+ From any page in any research center, return to the home page by clicking the Home link found on the left side of the light blue navigation bar at the top of the screen.

+ Any industry research centers or industry tools that have their links grayed-out are not currently available with your subscription level.

+ Use the Search field or use Ctl-F to search a PDF using key words or phrases.

+ Use bookmarks or the Find icon to go to a specific section of a PDF document.

Sample Searches:

Search for generic drug manufacturing companies based in California:

1. From the home page, click the **Health Care Industry Center** link.
2. Click **Company Profiles**.
3. Select **CA** under the **HQ State** drop down list.
4. Select **Drugs (Pharmaceuticals), Generic Manufacturing** from the **Sector Search** drop down list.
5. Click **Find It** you will see a list of relevant companies. Click on a company's name to view its in-depth profile.

Find a list of advertising and marketing associations in the entertainment industry:

1. From the home page, click the **Entertainment & Media Industry Center** link.

2. Click **Associations/Organizations**.
3. Select **Advertising/Marketing** Organizations from the **Category Search** drop down list.
4. Click **Find It!** to see a list of relevant companies. Click on the name of an organization for contact data and a description.

Find information on the major trends affecting the telecommunications industry including the wireless market.

1. From the home page, click the **Telecommunications Industry Center** link.
2. Click **Market Research and Trends**.
3. A report in PDF format will load. Use the bookmarks or the Find icon to either browse or go to a specific section of the document.

Find information on the amount of wine sold in the United States.

1. From the home page, click the **Food & Beverage Industry Center** link.
2. Click **Statistics**.
3. A report in PDF format will load. Use the bookmarks or the Find icon to go to either browse or go to a specific section of the document.

To print or export data:

- + To print, click the Print icon on the menu bar of whatever page you want printed.

To Export/Email Company Contacts:

- + On the **Export Company Contacts** page of any industry research center, enter your criteria to search for companies.
- + Select **Export All Fields** (default) or **Select Fields to Export** (then click which fields you want to export, based on your current needs).
- + Select a file format to save as (Excel or Text-tab delimited).
- + Select whether you want to either download or export the data via email (enter an email address, click Send Email, and you're done).
- + Click Next
- + The page will refresh and a new Download link will appear at the top of the screen. Either click the link to open the file in your current browser, or right click the link to save the file.

For another help guide:

- + To learn more about the content, features and functionality of Plunkett Research Online, click the [Tutorial and Demo](#) links under the Help/FAQs section on the right side of the home page