The Business Research Guide (BRG)
guides.lib.uci.edu/business

Connect to business resources from off campus by following the directions in the Students link, available in the Connect Boxes listed throughout the Guide.

Assignments

**Coca Cola**
(Partnering with Anagog). Identify the correlation between Meal Solutions and customer traffic in Large Store Retailers and Quick Service (QSR) / Fast Casual Restaurants. Help determine if Large Store Retailers (Albertsons, Safeway, Stater Bros, etc.) can effectively compete with QSR/Fast Casual companies (Starbucks, McDonalds, Subway, etc.).

**Landmark Health**
Evaluate opportunities for growth. Landmark will give the students a list of business expansion opportunities under serious consideration for the near or medium term, each of which should be vetted and presented to Landmark’s executive team.

**Molina Healthcare**
There are 3 key initiatives:
1. Evaluate the use and potential of Wearables and mHealth apps within the Healthcare Payer Sector
2. Identify optimal conditions for wearable or mHealth applications
3. Recommend a wearables or mHealth pilot within Molina

**Kia Motors**
Strategize to support its embedded vehicles platform for the U.S market. Develop understanding of competitive landscape of UVO-like (telematics) offerings by other OEMs. What is best strategy to monetize data related to telematics mobility services? www.kiamedia.com/us/en

**Microvention Terumo**
Develop analytical/evaluation tools and frameworks to quantify growth opportunities via acquisitions, licensing, distribution, partnerships/alliances. And find ways to evaluate internal vs external growth opportunities.

**Capital Group**
Advance CG corporate innovation muscle, by researching and evaluating engagement models that CG can adopt to work with selected accelerator companies and venture capital communities in order best adopt deep technologies such as AI for financial services.

**Starting Research**
Start with **Business Source Complete**. This giant database is like **Google for business research!** Databases interpret more literally than Google, so do this:
- Start with 1-2 keywords, and add more words to refine a large list of results.
- Use "quotes" for "an exact phrase".
- Use * for every ending to a word, e.g. market* returns marketers, marketing, marketed, etc.

**UC-eLinks** Use this button in databases like Business Source Complete and Google Scholar. It links out to full-text in other licensed databases, **OR** it directs you to a form to request an article via Inter Library Loan.
Group Tips
(Each group should consider how to leverage the tips given to others groups!)

Coca Cola
Mintel offers insights into consumers’ preferences for most activities and products in our daily lives, including our behaviors related to food- both shopping for food and dining out.

Landmark Health
There are many helpful scholarly journals and eBooks in UCI’s ANTPAC catalog, on topics like business growth strategy, in which researchers address cover business growth and best practices. Citing expert research can give credibility to the team’s conclusions.

Molina Healthcare
The (brand new at UCI!!) Frost & Sullivan database, which has market research reports on healthcare, covers trends with wearables in the context of healthcare.

Kia Motors
The Forrester database focuses on Information Technology topics. Besides its research reports, it has a series of Playbooks that offer strategic plans for executing a wide variety of technology-related initiatives.

Microvention Terumo
The MarketLine Advantage database allows for browsing financial deals by industry, which could help for identifying other industry players’ motives, especially in conjunction with reading players’ SEC filings and Earnings Call Transcripts.

Capital Group
The Factiva Database allows for building a custom search for global news articles about Financial Technology, as well as AI. From the Search page:

- Factiva Expert Search > Competitive Intelligence > Fintech
- Factiva Expert Search > Trending Topics > Artificial Intelligence

Managing Client Expectations:

1. Companies (both public and private) will not go through the expense and effort to disclose restricted, i.e. “secret sauce,” information about themselves, e.g. business models, organizational charts, very granular financials, sales by product category etc. Companies typically only disclose information about themselves to the extent that the SEC mandates it, or to the extent that they want to cultivate their public image.

2. UCI’s resources are for scholarly use. Reports can be cited and excerpted in final deliverables, but not given wholly and directly to clients.