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

**American Honda Motor Co.**
The focus of the project is the Honda brand automobiles, and specifically to develop a plan for the training, development, and retention of thousands of dealer sales consultants and service advisors nationwide. This "Fast Track" five year plan is to include segmenting of the dealerships, and outlining a roll-out plan for selected dealers to adopt for their sales consultants and service advisors.

**Edwards Lifesciences**
The focus of this project is the Transcatheter Heart Valve business, and is twofold:
A. Conduct a competitive landscape scan and determine what selected competitors are doing (how do they compete using various business units and marketing campaigns, and how they execute their business strategies).
B. Review the marketing materials and approaches Edwards is using, and recommend new materials that should be created. Then working with Edwards product managers, help develop creative marketing tools to elevate Edwards' marketing game.

**MSC Software Corporation**
Simulation software technology that enables engineers worldwide to validate and optimize their designs using virtual prototypes. Pilot with a small team a product management and market study of two selected MSC products (SimManager and MaterialCenter); consider growth strategies and operational efficiencies.

**SunPower**
Conduct an assessment of the US solar market, and explore new market segments, with an emphasis on the US Federal segment, i.e. military facilities, VA Hospitals, Post Offices, etc. that can use solar power. Also competitive intelligence profiles.

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.
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!)

**American Honda Motor Co.**
There are many helpful scholarly eBooks and journals in UCI’s ANTPAC catalog, covering topics like employee development, in which researchers address cover business growth and best practices. Citing expert research can give credibility to the team’s conclusions.

**Edwards Lifesciences**
**BCC Research** offers may in-depth industry reports, including a future forecast of the size of the market, and major competitors. Also the COMPANY > Strategy page lists resources for searching SEC Filings and Earnings Conference Call transcripts.

**MSC**
To identify growing industries, the IBISWorld database offers an Industry Wizard tool, which covers all US industries and screens for target industries by characteristics like growth rate.

**Sunpower**
Under the POPULAR UCI BUSINESS TOPICS menu, there’s a page dedicated to the topic of Real Estate, with multiple tabs addressing different categories of real estate, including Residential, Commercial, and Government.

**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.