Advanced Research Skills: Strategic Planning
Agenda

- Library Login
- Industry Analysis & Reports
- Company Reports, Articles & Financials
- Research Help
Start your research

Articles & Databases

Search the Databases:

Select your Subject Area

Other options:
Databases A-Z | Journals by Title | 360° Search

Study Tools

Research Guides by Subject
APA/MLA Guides
Tutorials
Research Process
Avoiding Plagiarism
LLC Handouts
Canadian Library Catalogues

Quick Links

Library Catalogue
Online Videos and DVDs
Library Account Login
E-Books
Off-Campus Access
LLC Hours & Locations
GBC Academic Dates

How to:
Set up wi-fi
Set up wireless printing
Book a study room
Get a library card
Get a tour of the library
Pay a fine
Use a computer in the library

Top Links...
Live Help Renew
Booking Study Rooms
Maps For Faculty
For Students
For Staff

Library Card

This card is required to:

• sign out books/dvds;
• check out reserves;
• off-campus access
• book a laptop;
• book a study room;
Library Account Login

Start your research

Articles & Databases  Books  Videos & DVDs

Search the Databases:
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Live Help Renew
Booking Study Rooms
Maps For Faculty

LLC hours today...
Wednesday, Sept 21, 2011 7:30am – 11:00pm
Welcome to the George Brown College Library Catalogue
Find books, e-books, DVDs and more!

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User ID = student # (example: 100123456) OR LLC barcode (example: 1133771234123).
PIN = last four digits of your telephone number.

User ID: [Input field]
PIN: [Input field]

Display  Reset

If you cannot log in, go to Library Help Desk after this class. Ask to activate your account and verify PIN.
Strategic Planning Assignment

Select an Industry
- Market Segmentation
- Competitors

Select 3 Companies
- SWOT Analysis
- Financials
Use the Library!

**Industry Analysis**
- Industry Canada
- Business Source Complete
  - Industry / Datamonitor Reports

**Market Segmentation**
- Business Source Complete: Industry Reports
- Encyclopedia of Products & Industries

**Company Mission / Annual Reports**
- Company Website
- SEDAR

**Competitors**
- Globe Investor
- Business Source Complete (BSC)
- Company Reports
- SWOT Analysis
Use the Library!

Financials / Stock Trends
• Globe Investor

Academic Journals & Trade Publications
  Business Databases
• Harvard Business Review
• Marketing News
• Advertising Age
• Strategy

The Media
  Business Databases
• The Financial Times
• The Guardian
• The Economist
Library Research

Number Establishments (ASML) in Canada: 2000-2009 Wineries (NAICS 31213)

Images courtesy of: DataMonitor Report, Industry Canada, StatsCan
Research Tip:
Start with big picture analysis, then move to more specific details

Industry/Sector Analysis

Company Analysis
NAICS & Industry Canada

NAICS codes (via StatsCan)

Industry Canada (google it!)
NAICS?
North American Industry Classification System (NAICS) 2007
5 Apr 2011 ... Statistics Canada, the Economic Classification Policy Committee (ECPC) of the ... (INEGI) have agreed upon the limited industry revisions for NAICS 2007. ...
Classification search and coding tools - Concordances to other ...

North American Industry Classification System (NAICS) 2007
... the limited industry revisions for NAICS 2007.
www.statcan.gc.ca/subjects.../naics.../2007/list-liste-eng.htm - Cached - Similar

Standard industry classifications - Statistics Canada
29 Jun 2011 ... The current classification in use at Statistics Canada is ...
www.statcan.gc.ca/concepts/industry-industrie-eng.htm - Cached - Similar

North American Industry Classification System (NAICS) 2007 - Search
17 Mar 2010 ... Please note that this search function is limited to ...

North American Industry Classification (NAICS) 2007 - Structure
1 Apr 2007 ... Skip content; go to navigation and search (includes accessibility information).
Statistics Canada Government of Canada. Definitions, data sources and methods ... North American Industry Classification (NAICS) 2007. Structure ...
stds.statcan.ca/english/naics/2007/naics07-title-search.asp?... - Cached - Similar
North American Industry Classification System (NAICS) 2007

Statistics Canada, the Economic Classification Policy Committee (ECPC) of the United States, and Mexico's Instituto Nacional de Estadística, Geografía e Informática (INEGI) have agreed upon the limited industry revisions for NAICS 2007.

The North American Industry Classification System Canada (NAICS) 2007 is the current departmental standard and was approved on March 19, 2007.

Standard Classification

Search in: Example Activities

coffe shop

Search

Clear
North American Industry Classification System (NAICS) 2007

Search

Please note that this search function is limited to searching the example activities in the alphabetical index or the class titles and descriptions of the NAICS manual.

Users wishing to code records, at the lowest level of NAICS Canada and the 1980 Standard Industrial Classification - Establishments (SIC-E) are advised to purchase the Industry Classification Coding System (ICCS) Version 1.4. This is a coding tool with more extensive reference lists of business activities than appear in the NAICS manual.

Search in: Example Activities  Clear search

coffee shop  Search

Search results for: coffee shop

Search field: Example Activities

Number of records found: 1

722210  Coffee shops (without food services)
North American Industry Classification (NAICS) 2007

Classification

722210 Limited-Service Eating Places

This Canadian industry comprises establishments primarily engaged in providing foodservices to patrons who order or select items at a counter, food bar or cafeteria line (or order by telephone) and pay before eating. Food and drink are picked up for consumption on the premises or for take-out, or delivered to the customer's location. These establishments may offer a variety of food items or they may offer specialty snacks or non-alcoholic beverages.

Example activities
Search of Alphabetical Index in NAICS 2007

722210    Cafeterias, public
Chinese take out restaurant
Coffee shops (without food services)
Doughnut shops
Drive-in restaurants
Fast food concession
Fast food restaurants
Fish and chips, take-out
Food bars
Food court
Food, take-out services
Hamburger stand
Hot dog stands
Ice cream parlour
Limited-service restaurant
Limited-service restaurant, licensed
Oyster bar
Pizza take out store
Pizzerias, take-out, food service
Refreshment stands
Sandwich shop
Take-out restaurant
Website:

Industry Canada

(_google it!)
Website:
Industry Canada

Google

industry canada

Search

About 747,000,000 results (0.12 seconds)

Everything

Industry Canada Site - Home
strategis.ic.gc.ca/engdoc/main.html - Cached
Access to programs, initiatives and online services provided by the Department.

Industry Canada | Industrie Canada

Access to programs, initiatives and online services provided by the Department.

Toronto, ON
Change location
Select: “Canadian Industry Statistics”
Select: Canadian Economy

Canadian Industry Statistics (CIS) presents and analyses industry data on a number of economic indicators using the latest and most accessible data sources from Statistics Canada.

**Canadian Economy**

**Goods-Producing Industries**
- Agriculture, Forestry, Fishing and Hunting
- Mining and Oil and Gas Extraction
- Utilities
- Construction
- Manufacturing (including food, textiles, clothing, paper, metal, machinery, etc)

**Services-Producing Industries**
- Wholesale Trade
- Retail Trade
- Transportation and Warehousing
- Information and Cultural Industries
- Finance and Insurance

Related Sites

SME Benchmarking Tool:
SME Benchmarking tool offers industry-specific income statement and balance sheet data for small and medium-sized businesses.

Latest CIS Updates

- Receive CIS update alerts via RSS.
- July 2011: New data available for...
Select from the list of **Goods-producing** OR **Service-producing industries**

### Sectors of the Canadian Economy

The sectors of the economy can be regrouped to form five largely goods-producing industries and fifteen services-producing industries.

Goods-producing industries are primarily associated with the production of goods (e.g., growing of crops, generation of electricity, the manufacturing of computers), however, these sectors may also produce some services (e.g., pest control services, plumbing services, land subdivision, house-painting, support services for mining operations).

The 20 economic sectors specified by the North American Industry Classification System (NAICS) 2007 are listed below. Links are to the official NAICS Canada 2007 definition of each sector.

- **Goods-producing industries**
  - Agriculture, Forestry, Fishing and Hunting (NAICS 11)
  - Mining and Oil and Gas Extraction (NAICS 21)
  - Utilities (NAICS 22)
  - Construction (NAICS 23)
  - Manufacturing (NAICS 31-33)

- **Services-producing Industries**
  - Wholesale Trade (NAICS 41)
  - Retail Trade (NAICS 44-45)
  - Transportation and Warehousing (NAICS 48-49)
  - Information and Cultural Industries (NAICS 51)
  - Finance and Insurance (NAICS 52)
  - Real Estate and Rental and Leasing (NAICS 53)
  - Professional, Scientific and Technical Services (NAICS 54)
  - Management of Companies and Enterprises (NAICS 55)
  - Administrative and Support, Waste Management and Remediation Services (NAICS 56)
  - Educational Services (NAICS 61)
  - Health Care and Social Assistance (NAICS 62)
  - Arts, Entertainment and Recreation (NAICS 71)
  - Accommodation and Food Services (NAICS 72)
  - Other Services - except Public Administration (NAICS 81)
  - Public Administration (NAICS 91)
Definition of the Sector

This sector comprises establishments primarily engaged in providing short-term lodging and complementary services to travellers, vacationers and others, in facilities such as hotels, motor hotels, resorts, motels, casino hotels, bed and breakfast accommodation, housekeeping cottages and cabins, recreational vehicle parks and campgrounds, hunting and fishing camps, and various types of recreational and adventure camps. This sector also comprises establishments primarily engaged in preparing meals, snacks and beverages, to customer order, for immediate consumption on and off the premises.

Exclusions

No exclusions are specified in the 2007 NAICS Canada manual.
SME Benchmarking

Food Services and Drinking Places (NAICS 722)

Under this topic you will find information on average revenues, expenses and profits for small and medium-sized businesses in Canada’s Food Services and Drinking Places (NAICS 722) subsector. The data used for this topic were obtained through the SME Benchmarking Tool. You can use this information to see how your business measures up to the competition.

Revenues

Total revenues include revenues from the sale of goods and services, interest, dividends, commissions, rent and other sources of revenues. They exclude capital gains or losses, extraordinary gains or losses and equity in net income of related parties.

The average total annual revenues for small and medium-sized businesses in the Food Services and Drinking Places subsector were $560.2 thousand in 2008.

For profitable firms, average revenues were $620.2 thousand and for non-profitable firms, average revenues were $437.4 thousand.
Net Profit/Loss

Percentage of Profitable Firms: 2008
Food Services and Drinking Places (NAICS 722)

67% Profitable Firms
33% Non-profitable Firms


The average annual net profit/loss for small and medium-sized businesses in the Food Services and Drinking Places subsector was $18.1 thousand in 2008, which represented 3.2% of total revenues for small and medium-sized businesses in the subsector.

For profitable firms, the average annual net profit was $43.2 thousand and for non-profitable firms, average net loss was $-33.4 thousand.

The gross margin for the Food Services and Drinking Places subsector was 55.0% in 2008.
Find Reports in Business Source Complete

by company    by country    by industry
library.georgebrown.ca
Select your Subject Area

Start your research

Articles & Databases

Search the Databases:
- Business
- Select your Subject Area
- Architecture
- Art
  -- Fine Arts
- Business
  -- Small Business Management
  -- Human Resources
  -- Marketing
  -- International Business
  -- Financial Services
  -- Statistics
- Careers & Companies
- Construction Management & Trades
- Culinary Arts
- Cultural Studies
- Current Issues
- Deaf & Deafblind Studies
  -- American Sign Language
- Dental Health
- Design

Books

Videos & DVDs

Go
Articles & Databases

Search by Subject: Business

Academic Search Premier (EBSCO)
Covers many subject areas, with full text articles from scholarly and peer-reviewed journals. Also includes magazines, newspapers, encyclopedias, almanacs and reports.

Type: ARTICLES FULL TEXT
Access: ON & OFF CAMPUS: GBC ID & password required for off-campus use

Associations Canada
Information on Canadian and International associations that represent industry, commercial and professional groups, registered charities and special interest groups.

Type: DIRECTORIES
Access: ON & OFF CAMPUS: GBC ID & password required for off-campus use

Business Source Complete (EBSCO)
Magazine and journal articles on all aspects of business and management. Also includes company and industry profiles, SWOT analyses and market, country and product reports.

Type: ARTICLES FULL TEXT REPORTS
Access: ON & OFF CAMPUS: GBC ID & password required for off-campus use
OFF CAMPUS ACCESS
Research from Anywhere 24/7!

Barcode:

PIN:
last 4 digits of phone #
scroll down to...
Publication Details For "Foodservice Industry Profile: Canada"

Title: Foodservice Industry Profile: Canada
Publisher: Datamonitor Plc
Information: Charles House
          108-110 Finchley Road
          London NW3 5JJ
          United Kingdom
Bibliographic: 08/01/2005 to present
Records:
Full Text: 08/01/2005 to present
Publication Type: Industry Profile
Country: Canada
Industries: Food and Beverage Stores; Food Services and Drinking Places; Accommodation and Food Services; Food Manufacturing
Subjects: Industry & Manufacturing
Open Report: PDF Full Text
EXECUTIVE SUMMARY

Market value
The Canadian foodservice industry grew by 4% in 2009 to reach a value of $14.9 billion.

Market value forecast
In 2014, the Canadian foodservice industry is forecast to have a value of $17 billion, an increase of 14.1% since 2009.

Market volume
The Canadian foodservice industry grew by 1.1% in 2009 to reach a volume of 7,279.9 million transactions.

Market volume forecast
In 2014, the Canadian foodservice industry is forecast to have a volume of 7,500 million transactions, an increase of 3% since 2009.

Market segmentation I
Cafés & Restaurants is the largest segment of the foodservice industry in Canada, accounting for 51.4% of the industry's total value.

Market segmentation II
Canada accounts for 5.2% of the Americas foodservice industry value.

Market rivalry
The Canadian foodservice market shows an unusual bias towards fast food, which accounts for over one third of total market revenues.
### Search Options

**Search modes**
- **Boolean/Phrase**
- **Find all my search terms**
- **Find any of my search terms**
- **SmartText Searching**

**Apply related words**
- **Also search within the full text of the articles**

**Limit your results**
- **Full Text**
- **Scholarly (Peer Reviewed) Journals**
- **References Available**

**Published Date from**
- **Month**
- **Year**

**Search History**
- **Basic Search**
- **Advanced Search**
- **Visual Search**
1. **Hot Drinks Industry Profile: Canada.**
   - Hot Drinks Industry Profile: Canada, Oct 2010, p1, 37p
   - Add to folders
   - PDF Full Text (379KB)

2. **The 2011 Import and Export Market for Machinery for Making Hot Drinks or for Cooking or Heating Foods in Canada.**
   - Country Trade Reports, 6/24/2010, pN.PAG, 60p
   - Add to folders
   - PDF Full Text (380KB)
### Company Profiles

**Browse for:** starbucks

- **Alphabetical**
- **Match Any Words**

**Page:** Previous Next

<table>
<thead>
<tr>
<th>Company Name</th>
<th>PDF Complete Report</th>
<th>Location</th>
<th>Industry</th>
</tr>
</thead>
<tbody>
<tr>
<td>Starbucks Corporation</td>
<td>Datamonitor Report (216K)</td>
<td>United States</td>
<td>RETAIL</td>
</tr>
<tr>
<td>StarInvest Group, Inc.</td>
<td>Datamonitor Report (120K)</td>
<td>United States</td>
<td>FINANCE</td>
</tr>
<tr>
<td>Starion Instruments</td>
<td>Life Science Analytics Report (33K)</td>
<td>United States</td>
<td>MEDICAL DEVICES AND</td>
</tr>
<tr>
<td>Starpharma Holdings Ltd</td>
<td>Life Science Analytics Report (69K)</td>
<td>Australia</td>
<td>BIOTECHNOLOGY</td>
</tr>
</tbody>
</table>
Starbucks Corporation

Company Profile

Publication Date: 29 Sep 2011

www.datamonitor.com
Finding Articles

Newspapers
- local news & current events

Magazines
- news & popular issues

Trade Publications
- professional & industry news

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starbucks
AND strategy OR initiatives

1. CUSTOMER-ORIENTED MARKETING - A STRATEGY THAT GUARANTEES SUCCESS: STARBUCKS AND MCDONALD'S.
   Add to folder
   PDF Full Text (100KB)

2. We're all marketers now.
   Add to folder
   HTML Full Text

3. LISTENING TO STARBUCKS.
   By: Overholt, Alison. Fast Company, Jul2004, Issue 84, p50-56, 7p, 3 Color Photographs
   Add to folder
Websites

SEDAR
(goole it!)
Website: SEDAR
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XBRL Voluntary Filing Program
Visit the CSA’s XBRL website for information about XBRL and the voluntary program. Click here for information about XBRL software and viewing XBRL financial statements.

Click here for Shareholder Meeting Dates

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PUBLIC COMPANIES

- C1 Energy Ltd.
- C2C Industrial Properties Inc. (Formerly Sarqasso Capital Corporation)
- C88 Capital Corporation
- CA Bancorp Canadian Realty Finance Corporation
- CA Bancorp Inc.
- Cable Satisfaction International Inc.
- CABLESERV INC.
- Cabletel Communications Corp
- Cabo Drilling Corp.
- Cabot Creek Mineral Corporation
- CAB Realty Finance LP
- Cabre Capital Corp.
- Cabre Exploration Ltd.
- Cache Exploration Inc.
- Cachet Communications Inc.
Cabo Drilling Corp.

Mailing Address: 120 Lonsdale Avenue
3rd Floor
North Vancouver, BC
V7M 2E8

Contact Name: John A Versfelt
Business e-mail address: info@cabo.ca
Telephone Number: 604 984-8894
Fax Number: 604 983-8056
Date of Formation: Feb 1 1996

Jurisdiction Where Formed: Yukon
Industry Classification: junior natural resource - mining
CUSIP Number: 12687C
Financial Year-End: Jun 30

Head Office Address: 120 Lonsdale Avenue
3rd Floor
North Vancouver, BC
V7M 2E8

Principal Regulator: British Columbia
Short Form Prospectus Issuer: No
Reporting Jurisdictions: British Columbia, Alberta
Stock Exchange: TSX Venture
Stock Symbol: CBE
Auditor: Morgan & Company
General Partner: N/A
Transfer Agent: Computershare Trust Company of Canada
Size of Issuer (Assets): Under $5,000,000
Website: Globe Investor
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Enter symbol, fund, or company...

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THE BUY SIDE
Where to find sanity among the sound bites

The current risk-on, risk-off market mentality leads to ever more volatility, and that’s good.

ALPHA IntraSpread™
Learn More About dark pool trading
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CTC.A | TSX | Merchandising and Lodging

<table>
<thead>
<tr>
<th>Latest</th>
<th>Change</th>
<th>Volume</th>
</tr>
</thead>
<tbody>
<tr>
<td>57.39</td>
<td>-0.01</td>
<td>629,038</td>
</tr>
</tbody>
</table>

TSX data delayed 15 minutes.

Summary

- Open: 57.57
- Previous Close: 57.39
- High: 58.82
- Low: 57.25
- Bid: 57.39
- Ask: 57.60
- Volume: 629,038
- 52-week High: 68.93
- 52-week Low: 51.80
- Beta: 0.649
- Market Cap: 4,674.05M
- EPS: 5.68
- P/E: 10.10
- Forward P/E: 9.50
- PEG: 0.94
- Annual Dividend: 1.10
- Yield: 1.90

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Latest News

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3. GHUM 1070 – Women and War
4. GSSC 1178 – Never Done: Women’s Work around the World
5. MARK 1042 – Principles of Marketing
6. MARK 2007 - Secondary Data & Databases
7. MGMT 1020 / MARK 2007 - Advanced Marketing Research
8. MGMT 3006 - Strategic Planning
9. SPMK 4011 – Fundraising and Prospect Research
10. Event Campaigns
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12. Introduction to Sociology
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