

Signpost Your Strategy with Industry Research

IBISWorld's 400+ Canadian industry profiles provide guidance through all steps of a strategic plan, from market sizing and SWOT analysis, to developing a marketing strategy and making financial projections.



Identify New Markets



Develop a Plan



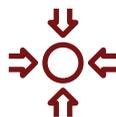
Protect Your Position

How IBISWorld helps corporate strategy



Save Time on Strategic Analysis

Quickly determine a market's strengths and weaknesses, including expansion opportunities and competitive threats



Understand the Five Forces

Analyze the competitiveness of any business environment with IBISWorld's Porter's Five Forces approach



Uncover New Opportunities

Use industry trends to make better-informed decisions on where to spend development, marketing and sales dollars



Strengthen Business Plans

Use independent analysis to strengthen business and product plans when evaluating opportunities in new industries



Benchmark Company Financials

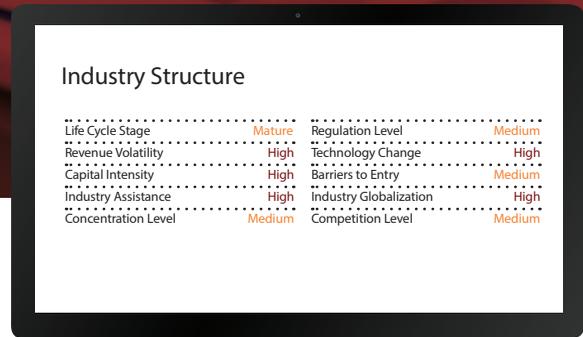
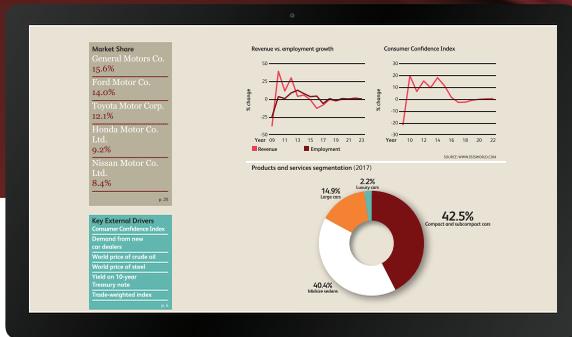
Use IBISWorld benchmarks to assess a company's strategy, business model and financials against industry best practices



Bolster Marketing Plans

Segment markets, understand what customers want and conduct SWOT analyses to determine which opportunities to pursue

IBISWorld Offers a Suite of Tools and Resources that Help Strategy Departments Uncover Opportunities and Threats

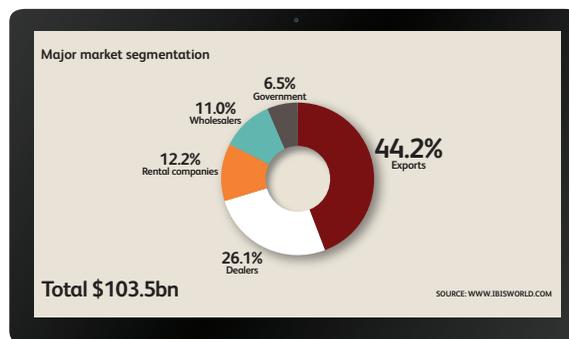


Search Through 400+ Canadian Industries

Search IBISWorld's database with the Data Wizard to facilitate comparisons across more than 1,300 industries. Sort and target based on your strategic criteria to identify markets you should pursue.

Porter's Five Forces Structure

IBISWorld's industry reports are structured around Porter's Five Forces to help Strategic Planners understand the long-term profitability of a market. Quickly gauge the competitive rivalry, supplier power, buyer power, threat of substitution and threat of new entry within any market.



Market Segmentation Breakdown

IBISWorld offers insights into key demographics, buyer behaviour, consumer preferences and export opportunities to help you identify high-yield segments and markets.



Recognized as a trusted independent source of industry research, IBISWorld offers a comprehensive database of unique information and analysis on 400+ Canadian industries. With an extensive online portfolio valued for its depth and scope, the company equips clients with the insight necessary to make better business decisions while saving time and money. IBISWorld Industry Research serves a wide range of academic, business, professional service and government organizations from its US Headquarters in New York City.