1) The company’s product(s)
   - What does the company make or produce, and where?
     
     - Business Market Research Collection
     - Hoover’s Company Profiles

2) The company’s market(s)
   - Who and where are the company’s customers?
     
     - Mergent Online
     - Business Market Research Collection

3) The company’s suppliers
   - What does the company purchase, from whom, and from where, in order to produce the things it makes?
     
     - Business Market Research Collection
     - Business Source Complete
4) The company’s industry
   - Who are the company’s competitors? Are they global? US-based?

   • Hoover’s Company Profiles
   • Business Market Research Collection

5) How important is the company to its locality? How did it begin and where?
   - How many employees? What is its revenue situation?
   - Is the firm a “sunrise” or “sunset” firm?
   - Where is the firm in terms of “product life-cycle”?
   - What are the skills of the company’s employees? Are they specialized?
   - Where does the company fit into its local economic geography? Is it part of an agglomeration economy?

   • Hoover’s Company Profiles
   • Mergent Online
   • Business Market Research Collection