



DifferenceMaker

EXPLORE PROBLEMS • CREATE SOLUTIONS • MAKE A DIFFERENCE

Workshop 2 Identifying Problems & Opportunities Instructions

NAICS Code

- 1.) Go to <http://www.naics.com/search.htm>
- 2.) Under NAICS search, enter a keyword about your project (example: diagnostic)
- 3.) Click search
- 4.) Look through the list until you find the category of your project. Use the Common Keywords column to help (example: Common Keywords: Bacteriological Laboratories, Diagnostic is NAICS title Medical Laboratories which has the NAICS Code 621511)

IbisWorld

- 1.) Go to www.uml.edu
- 2.) Click Libraries at the top of the page (black bar)
- 3.) On the left side bar click databases
- 4.) Under "find databases listed by subject" click Business/Management
- 5.) Click the third option down: IbisWorld
- 6.) You can search by keyword, company or code. Type in the NAICS code or keyword you found above (example: 621511)
- 7.) Click search
- 8.) Results will pop up. Click the first option under Industry Report (US) (example: Diagnostic & Medical Laboratories in the US)
- 9.) This will open a report of your projects entire industry category. This includes: industry at a glance, industry performance, industry outlook, products & markets, competitive landscape, major companies, operating conditions and key statistics
 - a. This is important because you will be able to determine advantages and disadvantages in the marketplace of your project, as well as, determine sustainability, customers, potential competitors, and much more!

Customers

- 1.) *Always* talk to your specific potential customers to gather information and data about your project, idea, or business
- 2.) Make phone calls, schedule appointments, send out emails, and make surveys

Help

- 1.) If you need assistance or have questions please email: differencemaker@uml.edu