

In business today,
it's all about finding
your **edge**.



LANCASTER
market **edge**TM
|||

**where businesses
learn to compete**



A SERVICE OF THE
 *Library of System
Lancaster County*



Starting and growing a business today is **different**. It's more complex. More challenging. And more competitive.

Whether your company is a small retail shop, a growing technology firm, a major manufacturer or a family farm—you need current, timely information to help you make decisions. And you need to know how to find and use the right information right now. In today's marketplace, keeping on top of your industry and your competitors is critical. As information continues to proliferate at lightning speed, it is more important than ever that businesses become empowered to find the most valuable and relevant data, and to learn how to turn that information into competitive intelligence, which in turn, becomes a business-decision support system.

Introducing **LANCASTER marketedge™**

Maybe you've been targeting manufacturers for your services, when in fact pursuing the healthcare sector could give your revenues an added boost. And while your competitors may be focusing on incremental product enhancements, perhaps this is the time for you to make a major leap forward. **Lancaster MarketEdge** is about making decisions...informed decisions, backed by data, and supported by knowledge of the marketplace. **Lancaster MarketEdge** provides companies like yours with one-on-one consulting, specialized training, and access to leading research databases—the kinds of tools that global companies use to analyze markets, research products, find business partners, and separate themselves from the competition. They are available to local businesses, right here in Lancaster County.

Go Beyond Google™

Imagine being able to locate detailed demographic data on the individuals and companies who are the “best fit” for your products and services. Or identifying an up-to-date list of companies whom you could recruit as sales channel partners or resellers? How about locating a new supplier who can help you reduce costs and enhance your flexibility? Maybe you are trying to build a new lead generation database, or perhaps the company backgrounders your sales team is using are out-of-date. Whether you need to collect specific data, gain an overall perspective, or monitor what others in your market are doing—**Lancaster MarketEdge** has the answer. MarketEdge goes far beyond what search engines such as Google¹ typically provide.

Lancaster MarketEdge gives you access to a wide range of powerful and sophisticated business databases—each designed to help you answer a specific business question, or locate valuable and current business information. And, **Lancaster MarketEdge** provides a workshop program to teach you how to make the most of these tools in your company. In most communities, you'd have to spend thousands of dollars in subscription fees and hundreds more on training, just to access these tools. But with **Lancaster MarketEdge**, all you need is a library card from the Library System of Lancaster County.

1. Google is a registered trademark of Google Inc.



Become a Competitive Intelligence Leader

In challenging times, businesses are looking for every opportunity to reduce costs, increase productivity and expand market share as quickly as possible. Competitive intelligence is the key to making informed decisions that can help a business remain competitive. Consider how the Competitive Intelligence Certification program offered by **Lancaster MarketEdge** can strengthen the skills you bring to your employer. You'll learn how to use online business databases, where to find valuable business information, how to turn executive questions into valuable search queries, and more. In the end, you'll be a stronger marketing professional and a more agile member of the management team, in whatever organization you serve.

Training and Certification

Lancaster MarketEdge offers you and your company the opportunity to complete a powerful professional development program that teaches the hands-on skills necessary to become a capable user of competitive intelligence for business advantage. This program is ideal for business owners, analysts, marketers and executives. The series can be completed through five 3-hour classes, and upon completion of the program you will receive a certification in competitive intelligence and marketing research. The five courses include:

- 1. Introduction to Competitive Intelligence** – Learn how to assess your own company's competitive position and develop an understanding of list strategy and research fundamentals.
- 2. Company & Industry Analysis** – Research data based on SIC and NAICS codes, and explore ways to identify industry trends as well as drill-down into market-specific and company-specific details.
- 3. Financial & International Research** – Learn where to find company financials and ratios, and explore resources for researching international companies and country information.
- 4. Trade & Regional Resources** – Identify strategies for researching local, regional and privately-held companies while learning how current awareness tools such as RSS feeds and database alerts can keep you informed.
- 5. Government Information & Web 2.0** – Government information provides a wealth of valuable data that you can use for your business today. Examine ways to access, review and use public agency data while also examining how research tools can help you locate information in blogs and other Web 2.0 media.

Knowledge is Power...and Profit

Lancaster MarketEdge is the right solution for you—and for your business. To learn more about upcoming workshops, one-on-one consultations, certification programs, partnership opportunities or customized training options, contact Rhonda Kleiman, Economic Development Manager & Consultant, at **717.207.0500 x1225** or via email to kleiman@lancasterlibraries.org. Or, visit us online at www.lancastermarketedge.com.





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