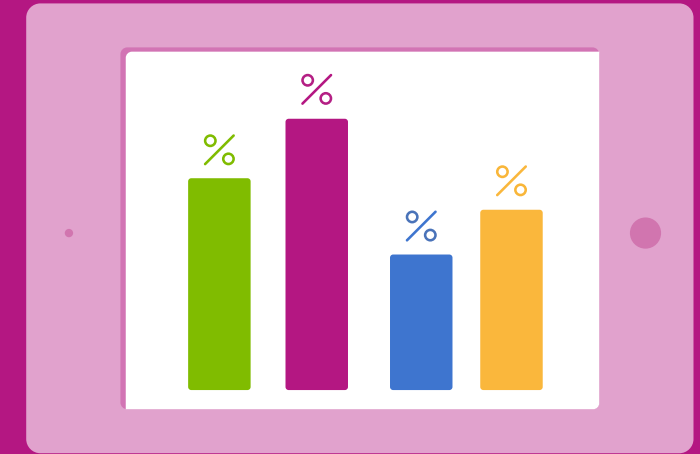


The White Spacing Information Matrix

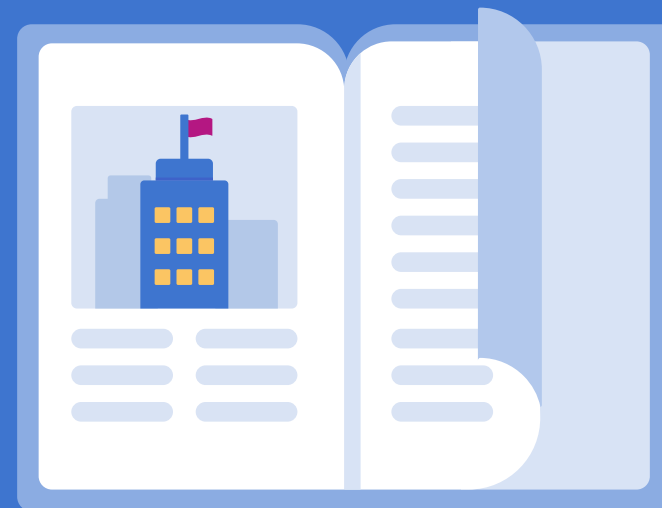
Finding the Information Your
Company Needs to Expand



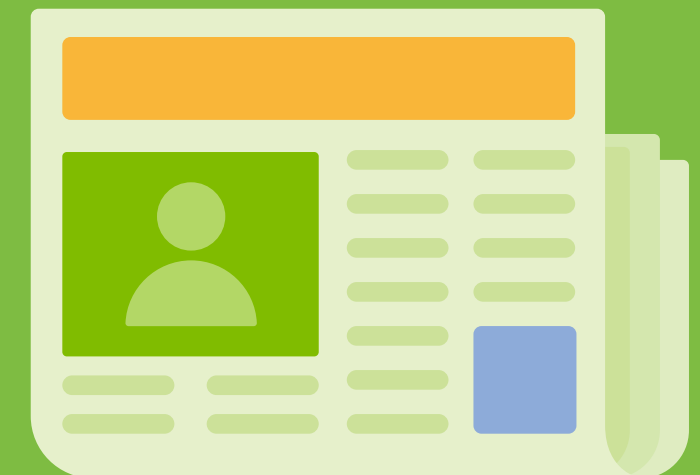
Industry Research Reports



Competitive Information



Trade Periodicals



Current Information

EBSCO
Corporate Solutions

What is White Spacing?

Corporate white spacing is a term to describe how organizations can identify areas of their market with unmet needs or create opportunities for innovation. When done correctly, white spacing can set your company up for long-term success and growth. By strategically identifying gaps in your market, you have the unique ability to target new customers and increase overall revenue with innovative solutions.

How do you know if your company is ready to explore its market's white space? Innovation Management has outlined the different paths that a company can take for white space mapping:

- The externally focused perspective begins with looking at your current market to understand areas that are appropriately served, underserved or even unserved. The goal of this approach is to find the gaps in your market to identify business opportunities.
- The internally focused perspective requires companies to look at their abilities and explore if there are any new opportunities or competitive threats that would lead to an expansion of their offerings.
- The future-focused process requires strategic forward thinking. Companies are encouraged to evaluate their market no more than five years ahead and adjust and expand as they see the potential for future opportunities.

Like any new business strategy, it is critical for business leaders to complete research before major decisions are made. EBSCO Corporate Solutions has identified the matrix of information necessary to scope out unmet market needs and craft new business plans.



Industry Research Reports

To begin your white spacing research, you must have a high-level understanding of your market to best identify areas for potential growth. General business reports will help you gather this information by presenting critical information that is relevant to your industry. The information found within these reports will serve as a great “starting point” that will help you to understand your market’s potential as well as its challenges.

Reports that you should gather include:

- ✓ **Market Research Reports:** Market research reports analyze and interpret information about a market and present how the market would react to a product or service. The information in these reports is extremely relevant when finding and developing new markets.
- ✓ **Industry Reports:** Industry reports provide an in-depth look into the industry, including its history and trajectory. These reports typically feature information regarding industry leaders, forces that are affecting the industry and financial data.
- ✓ **Country Profiles:** Country profiles allow you to take an in-depth look at business operations within a country — a helpful tool if you are considering expanding globally. These documents provide a guide to the history, politics and economic background of countries.

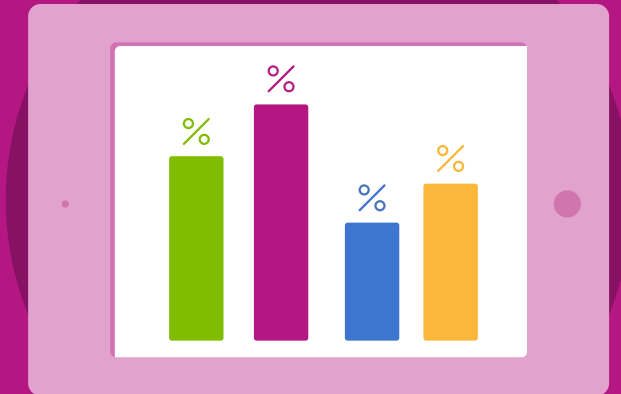


Competitive Information

Competitive information is an important part of all business research, and white spacing is no different. Competitive information should be used throughout your research process to monitor what other organizations in your market are doing and how your vertical is evolving. It will also help you to see what strategies have been successful, and what can be improved.

Through competitor research, you can gather critical data that will provide in-depth insight into the operations of a company. Some critical pieces of competitive information should include:

- ✓ **Company Profiles:** Company profiles highlight critical information on a specific company, including a company overview, key employees, top competitors, key facts, company history and major products and services.
- ✓ **Product Reviews:** Product reviews allow you to see how the market is reacting to a competitor's products or services. This unbiased information will help you to learn from the mistakes or victories of other companies.
- ✓ **SWOT Analyses:** A SWOT analysis is a common analytical method used to evaluate companies and their competitors. The acronym stands for: Strengths, Weaknesses, Opportunities and Threats. Employ this method to analyze competitors or to take an objective look at your company's performance.



Trade Periodicals

To conduct the best research for white spacing, you must be thorough and specific. Trade periodicals are hyper-focused business magazines or newspapers targeted to individuals who work in a specific industry.

Trade periodicals provide a wealth of information to help you better understand your industry. Popular content includes industry trends and challenges, relevant events, current news and advice from experts. As with other magazines, articles in trade publications range from two to three pages, so they can be read in a matter of minutes. Since these periodicals are released regularly, they provide some of the most updated information available about your industry.

By incorporating trade publications into your white spacing research strategy, you will have the ability to better monitor and assess your industry through articles curated to your research needs.



Current Information

An important aspect of corporate white spacing is staying up to date with current news. It is critical that your white spacing research is ongoing so that you are aware of any changes that could impact your strategy. However, with so much information currently available, it would be nearly impossible to read through every news source to be sure that you have all the information that you need.

Fortunately, there are several tactics that can make monitoring news easier.

- ✓ **RSS Feeds:** RSS Feeds allow you to subscribe to websites and receive alerts when they have been updated. A feed reader stores all your subscriptions on one page for easier access. Read this [LifeWire article](#) to learn more about RSS Feeds.
- ✓ **Alerts:** Alerts are similar to RSS feeds; however, they are focused on keywords (not providers) and the updates are emailed directly to the user. You can create news alerts for keywords relevant to your business such as products, locations and competitors. Alerts can be created within popular search engines or your company's research databases.
- ✓ **Social Media:** Some professionals prefer to get their news through social media by following their favorite sources on sites such as Twitter. Social media is a quick (and fun) way to track current news, but it must be carefully monitored as the information can often be inaccurate. To be safe, only follow reputable publications and verify stories with another source.
- ✓ **Specialized Databases:** Research databases can be an invaluable tool for monitoring current information. Through these databases, you can be sure that the information you're receiving is updated, reputable and trustworthy. Research databases also make news monitoring easier by providing news alerts so that you never miss an important story.



Bring it All Together with *Business Source*[®] *Corporate Plus*

All of the research needed for corporate white spacing can be found in EBSCO's *Business Source Corporate Plus*. This invaluable business research database features:

- Comprehensive country, industry and market research data including: 20,000+ company profiles, 8,200+ industry reports, 2,500+ market research reports and 1,200+ country reports
- A unique Company Information Content in Context feature that provides easy access to all of the competitor information you need
- Access to company information on 1.15 million companies around the world
- Over 5,600 full-text business magazines, journals and trade publications that cover a wide variety of industries
- Full-text issues of popular publications such as *Harvard Business Review*, *Engineering News-Record*, *Women's Wear Daily*, *Beverage Industry*, *Franchising World*, *Emerging Markets Finance & Trade* and more
- A Current News View that brings critical news content with ongoing updates throughout the day from news sources such as Associated Press, CNBC, CNN, NPR, Reuters and BusinessWire
- Access to more than 1,300 newspapers with same-day currency

To learn more about how *Business Source Corporate Plus* can assist with your company's white spacing strategy, request to speak with a sales representative today.

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