Research Businesses and Industries With Historical Data

ReferenceUSA’s new historical business module allows patrons to research business data going back to 2003. As the first-ever business historical data module, we take business research to the next level with easy-to-follow searching, exportable charts and graphs and heat maps to visualize industry trends. Our proprietary mapping capabilities allow for longitude/latitude of each record as well as map-based searches to locate hard-to-find businesses. Patrons can view how businesses and industries change over time; providing supporting data for business plans, research papers, job searches and development opportunities just to name a few.

**How your patrons will use the historical data module:**

**Small Business Owners/Entrepreneurs:**
Small business owners like to do their research. If an entrepreneur is interested in opening up a new restaurant in certain area of town, historical data enables them to research that location to see how many businesses were there before. Have there been multiple restaurants at the same location within a few years—that may be a red flag. Owners can research which businesses were located nearby over the last 10 years and even get executive contact names to conduct additional market research.

** Developers/Investors:**
Developers want to make sure they develop and invest in land and businesses that are thriving. This module allows patrons the opportunity to research industry trends across the U.S. or within a geographic location. In addition, investors can track a company over time to find out if the company opened or closed locations, moved locations multiple times and whether the company is shrinking or growing.

**Job Seekers:**
The best tool for job seekers is research! It’s always a good idea to research a company before applying and interviewing. Patrons can search for a company of interest and study any trends in the business since 2003. Similarly, they can search by the same industry and study overall business trends. Employers love educated job candidates!

**Researchers:**
There is nothing researchers like more than data! Whether a research patron is interested in the effects of city laws on businesses over time, the effect of natural disasters on a region’s local economy or how advances in geographic technology boosts the economy, anything is possible with the historical data module.

referenceUSA

Search by address, city, state, zip....even draw your own shape!

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