Passport & Mintel Academic

Programme

- Access
  - The University Portal
- Passport
  - Coverage (global)
  - Search options
  - Organising and modifying search results
  - The content: reports, articles and statistical data
  - Output options and formats
- Mintel Academic
  - Coverage (UK)
  - An alternative or complimentary product
  - Appendix: Access procedure for Mintel
Access

Access: University Portal

Access Passport and Mintel via the University Portal:
Library & Computing tab; eLibrary channel; Databases... link
Access: The Directory of Databases

Library Databases and Electronic Information Resources

| A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U | V | W | X | Y | Z |

17th and 18th Century Survey Collection
Represents the largest single collection of 17th and 18th century English novels. Contains a collection of over 1,000 titles accessible through the University of Greenwich Library.

Academic Search Premier
Provides access to over 7,500 scholarly journals and newspapers. Contains articles on all disciplines.

ACM Digital Library
Serves as the official repository for ACM publications. Contains over 70,000 articles and proceedings since 1959. Available through the proxy server.

ACM Digital Library
Provides full-text search and access to all articles, books, journals, and conferences published by the Association for Computing Machinery, including the ACM Digital Library.

Adapt Education
Refer to a broad range of software for students, lecturers, and staff at education establishments, including those for reference management, and e-learning.

AGCE Research Library (American Society of Civil Engineers)
The AGCE Research Library is a comprehensive collection of articles and books that are of interest to all disciplines of civil engineering. It includes articles on site-specific design, infrastructure, testing, and structural, as well as e-books and resources.

BioMed Central
Provides access to over 700 biomedical journals and related materials. Available through the proxy server.

Credo Reference
Provides access to over 50,000 full-text reference articles from over 100 publishers. Available through the proxy server.

EBSCOhost Collection
Offers access to over 1,500 databases and covers all major disciplines. Available through the proxy server.

Factiva
Offers access to over 5,000 newspapers and magazines in over 100 languages. Available through the proxy server.

Gale Virtual Reference Library
Provides access to over 900 reference books and articles. Available through the proxy server.

JSTOR
Provides access to over 3,000 academic journals. Available through the proxy server.

JSTOR (Journals and Scholarly Articles Online)
Provides access to over 3,000 academic journals. Available through the proxy server.

LexisNexis Academic
Provides access to over 10,000 legal and business documents. Available through the proxy server.

Passport
Provides access to over 5,000 Oxford books and journals. Available through the proxy server.

ProQuest E-Books Collection
Provides access to over 10,000 e-books. Available through the proxy server.

ScienceDirect
Offers access to over 3,000 academic journals and conference proceedings. Available through the proxy server.

SpringerLink
Provides access to over 1,500 journals and conference proceedings. Available through the proxy server.

Taylor & Francis Online Collection
Provides access to over 1,000 journals and conference proceedings. Available through the proxy server.

U.S. News & World Report
Provides access to over 1,000 news and reference articles. Available through the proxy server.

Web of Science
Provides access to over 600 scientific and technical e-books. Available through the proxy server.

Wiley Online Library
Provides access to over 10,000 academic journals. Available through the proxy server.

An A-Z title list; each title is a link to the database
Passport: Database Coverage

- Passport provides market information on a global range of industries, products and services. This includes:
  - Market size and trend data
  - Company and brand profiles
  - Industry reports
  - Contextual macroeconomic and business-environment information, such as:
    - Regional employment data
    - National GDP data

Passport: Home Page

Note: When you first access Passport, you’ll be prompted to create your own account, in which you can save searches and results.
Passport: Main Search Options

- There are two basic methods of searching:
  - Menu Search
    - The user is guided through the available search categories
    - This is preferable for new users as it gives a clearer view of the thematic and geographic coverage of Passport
  - Companies and Brands
    - More specific variants of the Menu Search
  - Keyword Search
    - Use your own terms to construct searches
    - Typically used for very specific topics; for example, Rio Tinto’s production of pink diamonds

Passport: Search Options View

On logging in, you will see the persistently displayed menu bar.

With grinding inevitability, you will also see the ubiquitously witless Google-esque search box.

The Search tab displays the specific search options: Menu Search; Keyword Search; etc.
The **Category Tree** has two main components: **Industries** (part of which is shown here) and **Countries and Consumers** (further down).

Any selection of categories and sub-categories can be combined. Your selection will be shown in the **Category Summary** box.

This example shows a deliberately inappropriate selection. Categories will be combined using Boolean **OR**, which may generate an unmanageable result set.

**Example Countries and Consumers categories**
Passport: Menu Search - Category Tree Filter

However, it may not always be apparent where in the structure a particular Category might appear.

Use the Filter Tree to enter your own descriptors.

Each result will be displayed within the context of the category structure.

On completing your Category selection, you will be prompted to Now Choose Geographies.

Passport: Menu Search - Geography Tree Selections

Individually selectable regions and/or countries

Predefined sets of countries

The Filter option

The Category and Geography summaries: ‘Chocolate Confectionery’ + ‘United Kingdom’
Passport: Results List - Initial Display

**Analysis**: Typically equates to the **Category Briefing** or **Country/Industry Report**

Sort options (defaults to Relevance)

**Statistics**: Typically equates to the **Market Sizes** data

Contextually relevant refinement options displayed in the left-hand column

If appropriate, you can [Modify Search](#) by returning to the **Category** and **Geography** trees

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Passport: Result Types - Category Briefings / Reports

This class of document typically contains a summary of current industry or sector trends and anticipated future developments, plus associated data on the key products, brands and companies as appropriate.
Passport: Result Types - Articles

**Kraft targets Cadbury’s strong portfolio**

Article | 07 Sep 2009

Following Mars’ acquisition of Wrigley, further consolidation is set to follow, with Cadbury likely to be the focal point either a bid for Cadbury is therefore not a surprise and is a good step looking to extend its geographic presence in key emerging market category. Coupled with this, the economic downturn has increased margins and the economies of scale an acquisition of this size in the future, particularly given the relatively high margin nature of confectionery.

Cadbury saw its global confectionery from 10.2% to 10.3% in 2008, almost 30% of the global gain in its strong brand portfolio, this is attractive proposition, but its strategic stumbling block for Kraft. Cadbury’s initial dismissal of its soft drinks business, its focus confectionery, and rather than has focused on it lacking to exploit selling its interest in Hershey structure, however, is a significant move, and led to the rejection of joint bid in 2002. In a reversal of

Some chocolate

**Passport: Result Types - Statistics (Data)**

Can be highly variable in complexity depending on your search. Data might be from several **Industry** and/or **Country and Consumers** categories.

Explanation of the displayed data table

Options to display alternative data variables

Charting options
Passport: Result Types - Statistics (Chart)

The drop-down menu of chart formats: bar; column; line

Note: Far more sophisticated displays can be achieved by exporting the tabular data to MS Excel

Passport: Keyword Search

Searches the full-text of each document;
Connects words using Boolean AND (baby AND food AND tesco);
Appears not to permit phrase searching (e.g. 'baby food')
Passport: CAMI - Data Analysis and Modelling

A service that enables you to process cross-industry and socio-economic data using a set of predefined models.

Example: Projected impact (2015-19) of a Eurozone Recession on UK GDP, and rates of Interest, Unemployment, and Inflation.

Passport: Output - Articles, Reports, Statistical Data

Options to Export to PDF, Print, and Save to My Research.

Options to export displayed data to MS Excel, and to export all data in this dataset.
# Passport: Output - Downloaded Statistical Data (Excel)

## Table

<table>
<thead>
<tr>
<th>Company</th>
<th>Year</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mars Inc</td>
<td>2009</td>
<td>1,026.70</td>
</tr>
<tr>
<td>Nestlé</td>
<td>2010</td>
<td>1,153.40</td>
</tr>
<tr>
<td>Cadbury</td>
<td>2011</td>
<td>1,212.20</td>
</tr>
<tr>
<td>Nestlé</td>
<td>2012</td>
<td>1,290.60</td>
</tr>
<tr>
<td>Kraft Foods</td>
<td>2013</td>
<td>1,283.90</td>
</tr>
<tr>
<td>Mars Inc</td>
<td>2014</td>
<td>1,302.50</td>
</tr>
</tbody>
</table>

## Chart

![Chart Image]

**Research Sources:**
- Packaged Food, Euromonitor from trade sources, national statistics

**Data Exported:** 3/5/2015 3:21:33 PM

© Euromonitor International
Mintel: Database Coverage

- Detailed market intelligence reports, providing data and explanatory text on a wide range of UK service and product sectors:
  - Food; Drink; Leisure; Media; Health; Clothing; Travel; Technology; Retail e-Commerce; Beauty & Personal Care; etc.
- Reports typically provide information on:
  - Market environment; market drivers; leading companies and brands; consumer behaviour; market size and share; key issues; anticipated future developments; etc.
- Mintel also contains the series: Travel & Tourism (country reports); and Finance Intelligence UK

Mintel: Home Page

Permanently displayed header – including search input box

Link to the set of reports to which the University subscribes
Mintel: Subscribed Reports

UK Sector reports
Most recently published UK reports
Additional report series: Travel and Tourism; Financial Intelligence

Mintel: List of All UK Reports

UK Sector reports
Sort reports alphabetically or by date (reverse chronological order)
Mintel: Search Engine

Enter terms to search all accessible (subscribed) content

"chocolate confectionery"

Create more precise phrase searches using quotation marks

In February 2015, the former retrieved 217 documents, the latter 156; i.e. a smaller (by 28%) but more precisely relevant result set

Mintel: Search Results

Highlighted, most relevant result(s)

Left-hand column refinement options: Country / Date / Content / Sector / Demographic ('Kids', 'Families', etc.)
Mintel: Key Document Types (‘Content’)

- **Reports**

- **Insight**
  - A thematically highly focussed mini-report (equates to a subsection in a full report).

- **News**
  - Typically very short updates to the annual reports.

Mintel: Report Homepage

- The crucial link to the Table of Contents
- Links to earlier issues of this report
- Links to thematically related reports
- Post-publication updates: ‘News’
Although this is the table of contents for the Chocolate Confectionery (2014) report, it demonstrates the typical structure of all Mintel industry and service reports. Thus you will commonly see such sections as: Market Drivers; Who's Innovating?; Market Size, Segmentation and Forecast; Companies and Products; etc.

More content! – including appendices of data.

Extract from the search results page

Maltesers aims to capitalise on the popularity of home baking - 27th January 2015

Example 'Insight' (1 of 17)
McVitie’s launches DeliChoc biscuits

Source: Food & Drink Innovation Network 19-01-2015
UK 19-01-2015

Following success in Europe, McVitie’s has launched DeliChoc biscuits in the UK. The product, which originated in France and Belgium as part of United Biscuits Delacre portfolio, comprises an extra-crispy biscuit followed by a thick layer of Belgian chocolate. The product is available in milk, dark and white chocolate variants and sold in 150g tray packs in case sizes of 12s or 6s. The new launch will be supported by a £2 million advertising campaign which is planned to begin in spring.

For alternatives to Microsoft, use the sectional Export function, and download content in RTF format.

Print or download the report section (text and data) to MS Word.

Similarly, export any table to MS Excel (which allows you then to manipulate and redisplay that data).
Support

- Library Moodle course: Library Information for Business Students
  - Includes a PDF version of this presentation
- Academic Support Librarians
  - mgbulibteam@gre.ac.uk

Appendix: Accessing Mintel
To begin, login to the University Portal and select the **Library & Computing** tab (students) or the **Library & IT** tab (staff).

From the **eLibrary** channel, select the **Databases, Journals and e-books** link.

Navigate down the A-Z list of databases, and click on the entry for Mintel.
At the Mintel interface, click on the **Federated Log In** option.

Type in **university of greenwich**, and from the displayed options select: **University of Greenwich – OpenAthens**

Then click on the **Sign In** button.
You will then be prompted to login. Use your standard University username and password, and click the Login button.

You will now be presented with Mintel’s Terms & Conditions. To proceed, click on the I Agree button.
You are now logged in!