Freedonia

Overview

Freedonia provides an assessment of an industry and includes product and market forecasts, industry trends, threats and opportunities, competitive strategies, market share determinations and company profiles. It contains over 250 reports covering 18 industry sectors.

Types of information

*- **Industry information** (Industry reports: Agriculture, Automotive, Beverages, Chemical, Construction, Consumer goods, Cosmetics, Electronics, Energy, Food, Healthcare, Machinery, Metal, mineral and mining, Paper and packaging, Printing and publishing, Petrochemical, Pharmaceutical, Textile, Tobacco, Transport)*

A. Getting started

1. <u>On Campus:</u> Go to **www.imd.ch**, select **Research & Knowledge** then **Information Center** and click on **Databases.** Click on **Show databases**, choose **Freedonia** then click on **Direct access to: Freedonia** at the top of the description**.**
2. *Participant off Campus:* Log onto your program portal then on the top menu click on **Databases**. A new window will open, click on **Freedonia**.
3. *IMD personnel:* Log onto the IMD Intranet, click on **IMD Tools** in the menu on the left and choose **Online Databases.** Click on **Freedonia.**

B. Searching

1. You may **browse** the content from the list of different industries given on the welcome page. **Click** on the category most suited to your chosen industry.

2. You may use the **Search Box** to do a full text search.

3. You can also click on **Search Reports** at the bottom of the page. This leads to a search function that currently only supports title searches.

C. Displaying results

1. Whichever of the searches you perform, you will always be shown a results list of suitable reports.

2. You can immediately click on **View** and the full report will be displayed.

3. If you would like further information, **click** on the report title, a short description of the report will be displayed.

4. You may then click on [View PDF] from this screen to view the complete report. The reports will be displayed using Adobe acrobat.

D. Saving

To save your chosen report, **click** the **Save a Copy** button from the Adobe Acrobat toolbar, or go to **File** and **Save.**

E. Printing

To print your chosen report, **click** the **Printer** button from the Adobe Acrobat toolbar, or go to **File** and **Print.**

F. Hints and tips

1. Please be aware that some of the documents are very long, and you might like to change your printer settings to maybe double-sided, reduced size or maybe just print a selection of pages.

2. If you have any problems using this database please contact the Infodesk
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