

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)

☑ Getting started

1. On Campus: Log onto www.imd.ch, click on **Research & Knowledge, Information Center**, select **Databases**. Choose “**All databases**” followed by **Freedonia** and click on the **database name**.
2. IMD personnel: Log onto your program portal and click on the menu **Info Center** and choose **Databases**. A new window will open, click **Go** next to **Freedonia**.
3. Freedonia can only be accessed on campus either from the website or intranet. Remote access via program portals is not possible for the moment.

☑ Searching

1. From the welcome page, **click** on the button **Click Here to Begin**.
2. You may search Freedonia in one of four ways. Firstly, you may **browse** the content from the list given on this screen. **Click** on the category most suited to your chosen industry. Secondly, you may simply **view** the complete list of reports by **clicking** on [Alphabetical List of All Focus Reports](#).
3. For a more focused search, **click** on [Search Reports](#). Here, depending of what information you have, you can type search terms into the boxes provided. Boolean searching can be used, as can % as a wildcard symbol.
4. **Click** on **SEARCH**.
5. If you have the Focus report number that you want, enter it into the box at the bottom of the screen and **click** on **Fetch Report**.

☑ 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** from this screen to view the complete report.
5. The reports will be displayed using Adobe acrobat.

Saving

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

Printing

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

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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