

## Overview

Mintel offers a series of international research reports. Each market research report combines data and analysis of the competitive landscape, market-share analysis and consumer profiles.

## Types of information

- **Industry information** (Industry reports: Automotive, Beverages, Consumer goods, Cosmetics, Food, Household appliances, Household care, Leisure, Retailing, Telecommunication, Textile, Tobacco, Toys, Travel and tourism)

## Getting started

1. On Campus: Log onto [www.imd.ch](http://www.imd.ch), click on **Research & Knowledge, Information Center**, select **Databases**. Choose “**All databases**” followed by **Mintel** and click on the **database name**.
2. Participants off campus: Log onto your program portal and click on the menu **Info Center** and choose **Databases**. A new window will open, click **Go** next to **Mintel**.
3. IMD personnel: Log onto the IMD Intranet, click on **IMD Tools** from the menu on the left and choose **Online Databases**. Click **Go** next to **Mintel**.


## Searching

1. Reports under our subscription can be accessed in a number of ways. The section **My Reports** lists individual reports/report categories to which we subscribe.
2. Click on a category and a list of report titles within that category will be shown. Click on the report title to list the report sections. To view a particular report section, just click on the required section title.
3. A quick search can be carried out from the **search reports** box, which can be found at the top right-hand side of the screen. Click on **go** to initiate the search.

## Displaying results

1. When you have identified a report of interest you simply click on the title. Here, the table of contents will be displayed. This is the **report section** display.
2. Click on the section title to display the information.

## **Marking and Saving**

1. You can mark the sections of interest by clicking the boxes at the side of the section title. Click on [export »](#). You requested sections can now be viewed by clicking on [export basket](#) . This is a *temporary* storage.
2. *Downloading selected sections:* Select your chosen sections from the **export basket** screen. When you first view your **export basket**, all sections are selected. To clear the whole list of documents in the export basket click [clear basket »](#).
3. *Downloading an entire report:* Retrieve the report as explained above and open the report, displaying the **report section**.
4. Then click either [download rtf »](#), [download zip »](#) or for some reports [download pdf »](#). from the option list to the left of the report.
5. Follow the on-screen instructions to either **save** or **open** the file. To read a **pdf** document you will require Adobe Acrobat software.

## **Printing**

1. To print a report, *download* and *open* the document as **.rtf**. Print as normal, using your word processor's print function.
2. The only way to print a whole report directly from the web site is to print each chapter of a report at a time. Click on [print »](#) when the required chapter is being viewed
3. If you download a pdf version of a report, use the print function in Adobe Acrobat.

## **Hints and tips**

1. We do not have access to the full range of Mintel reports. By clicking on **My Reports** you can see what reports are included in our subscription package.
2. If you have any problems using this database please contact the Infodesk  
[infodesk@imd.ch](mailto:infodesk@imd.ch)  
Tel +41 21 618 0366  
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