



JAMES J. HILL CENTER GUIDE TO NEW PRODUCT DEVELOPMENT

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Introduction

It's not every day that you come up with the next million-dollar idea. So when it happens, you will want to seize the opportunity and make the most out of it. You will need to know how to accommodate your product to best fit the habits of customers, how to find manufacturers to make your design, how to put your products on shelves, and who your competitors might be.

The James J. Hill Center's Library has the practical resources you need to develop a new product. For further information and other sources, call our reference line at 651-265-5500, or email us at info@jjhill.org.

The Hill Library is open to the public. Please check out our web site for more information and for additional Hill Business Research Guides: <http://jjhill.org/reference-library/business-research-tools/research-guides-2/>.

Product Design

EBSCO Business Source Premier

Subscription database available at the Hill Library

EBSCO Business Source Premier is widely used business research database that features full text and searchable cited references for top journals covering a variety of business disciplines. In addition, it includes market research reports, industry reports, country reports, company profiles and SWOT analyses.

For more information on using EBSCO, check out our *Guide to Using EBSCO* research guide.

IBISWorld

Subscription database available at the Hill Library

IBISWorld contains reports on over 700 industries in the U.S. IBIS reports include write-ups on major players in each industry, industry performance and outlook information, and key statistics.

For more information on using IBIS World, check out our *Guide to Using IBIS World* research guide.

SimplyMap

Subscription database available at the Hill Library

SimplyMap contains over seventy thousand demographic variables, relating to employment, consumer expenditures, housing, and more.

For more information on using SimplyMap, check out our *Guide to Using SimplyMap* research guide.

American Generations: Who They Are and How They Live

Book at the Hill Library; Reference HC110.C6.M58 2010

This book explores generations and age groups, including statistics on population, families, households, income, spending, health and fitness, and attitudes and behaviors. Other titles in the series (and also available at the Hill Library) include *The Baby Boom: Americans Born 1946 to 1964* (Reference HC110.C6 R87), *Generation X: Americans born 1965 to 1976* (Reference HC110.C6M5), and *The Millennials: Americans Born 1977 to 1994* (Reference HC110.C6M55), *Older Americans: A Changing Market* (Reference HC110.C6 A5).

Bring Design to Shelf

Thomas Register of Manufacturers

Subscription database available at the Hill Library

Thomas Register of Manufacturers is the primary source of product information for about 157,000 North American manufacturing companies. The database includes 135,000 trade names organized into 50,000 product classes. Users can search for manufacturers by product type and geographic location. The Thomas Register of Manufacturers can be used to find manufacturers in your industry to help you develop your prototype.

For more information on using Thomas Register of Manufacturers, check out our *Guide to Using Thomas Register of Manufacturers* research guide.

Manufacturers Agents National Association (MANA)

Subscription database available at the Hill Library

Description: The MANA website has a tool used to search for manufacturers' agents in any subset of the manufacturing industry and in any state in the country. MANA can also build lists of its manufacturer members based on industry subset and geographic location. Manufacturers and inventors can use MANA to find agents to help them get their products onto shelves and into warehouses. Inventors also use it to find manufacturers of their specific product types, in order to contract with those manufacturers to get their products manufactured.

For more information on using MANA, check out our *Guide to Using MANA* research guide.

Questions? Consult with a Business Librarian

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