

This tutorial is designed to familiarize you with the basic navigation and features of the BizMiner website.

It's easier than you might think to select, load and access any of our 5 million reports instantly, or to take advantage of our free report customization options. The tutorial will help you access these report series:

### **Industry Financial Reports**

Rock-solid industry financial ratios, balance sheet and detailed profit & loss statements for 5,500 lines of business.

### **US Market Research Reports**

Compelling industry market research trends for 6,500 lines of business at the national level.

### **Local Market Research Reports**

Detailed industry market research statistics for 6,500 industries. Choose from US states and 250 metro area markets.

### **Regional Business Profiles**

Hard-to-find industry sector trend statistics for any county, metro area or state.

### **Micro Firm Profit & Loss Reports**

Startup or sole proprietorship industry profit-loss and cash flow analysis for 4,000 lines of business.

### **Competitive Market Analyzer**

Customized narrative competitive analysis of your firm, your industry and a user-defined market area -- down to the zip code.

### **Retail Sales per Square Foot Report**

Assess your operation with sales per square foot data compiled from more than 160,093 retail stores.

# Products Page Navigation

To view all report series offered by BizMiner, click on the “**Our Products**” link.

If you have questions about which BizMiner report will best meet your needs, click on the “**Contact Us**” link to reach us by phone or email.

Someone is usually available to take your call during business hours and we respond to almost all email inquiries on the same business day.

Easily view **samples** of each report series and complete detailed product descriptions.

Prices are listed for each individual retail report.

A report you purchase for your industry will include exactly the same measures and format as the sample version of that series.

# Home Page Navigation

The top and left navigation bars link you to complete descriptions of BizMiner reports, cost-effective subscriptions and free resources.

If you have an account with us, click here to login.

The screenshot shows the BizMiner website home page. At the top, the BizMiner logo is on the left, and the contact information "US TOLL FREE 866-863-9853 | [Login](#)" is on the right. Below this is a blue navigation bar with links: Home / Industry Search / Our Products / Subscriptions / Resources / About BizMiner. A breadcrumb trail below the navigation bar reads "You Are Here: [Home](#)".

On the left side, there is a vertical navigation menu with the following items: >> Home, Industry Search (with a search input field and a "Go!" button), Our Products, Subscriptions, Resources, About BizMiner, Cart, and Contact Us. Below the menu, there is a promotional message: "Now delivering year-end 2010 content" and "BizMiner Gets NAIC-ed!".

The main content area features a heading "Welcome to the leader in Industry Analysis!". Below this, it says "Drilldown to find and purchase industry reports:" followed by two columns of industry categories with blue underlined links: Agriculture-Forestry-Fishing-Hunting, Mining-Quarrying- Oil & Gas Extraction, Utilities, Construction, Manufacturing, Wholesale Trade, Retail Trade, Transportation-Warehousing, Information, Finance and Insurance, Real Estate- Rental and Leasing, Professional-Scientific-Technical Services, Management- Companies & Enterprises, Administrative-Support-Waste-Remediation, Educational Services, Health Care-Social Assistance, Arts-Entertainment- Recreation, Accommodation-Food Services, and Other Services.

There are four promotional boxes arranged in a 2x2 grid:

- Industry Financial Profiles:** Rock-solid industry financial ratios, balance sheet and detailed Profit & Loss statements for 5,500 lines of business. [Free Sample](#). [Learn More >](#)
- Unlimited Access Options:** [Commercial Subscriptions](#) and [Library Licenses](#).
- Market Research Reports:** Compelling industry market research trends for 6,500 lines of business in 300 US markets. [Free Sample](#). [Learn More >](#)
- Competitive Market Analyzer:** Customized narrative competitive analysis of your firm, your industry and your market area -- down to the zip code. [Free Sample](#). [Learn More >](#)

Read more about specific reports on the detail page of each series.

# Home Page Navigation – Industry Search Options

Choose from a variety of intuitive search tools on the Industry Search page. (shown on next page)

The screenshot shows the Bizminer website home page. At the top left is the Bizminer logo. To the right of the logo is the text "US TOLL FREE 866-863-9853 | [Login](#)". Below this is a blue navigation bar with white text: "Home / Industry Search / Our Products / Subscriptions / Resources / About BizMiner". Below the navigation bar is a breadcrumb trail: "You Are Here: [Home](#)".

On the left side, there is a vertical menu with the following items: "» Home", "Industry Search", "Our Products", "Subscriptions", "Resources", "About BizMiner", "Cart", and "Contact Us". Below the menu is a promotional banner: "Now delivering year-end 2010 content" and "BizMiner Gets NAIC-ed!".

In the center, there is a heading: "Welcome to the leader in Industry Analysis!". Below this heading is the text: "Drilldown to find and purchase industry reports:". This is followed by a list of industry categories, each with a blue underlined link: "Agriculture-Forestry-Fishing-Hunting", "Mining-Quarrying- Oil & Gas Extraction", "Utilities", "Construction", "Manufacturing", "Wholesale Trade", "Retail Trade", "Transportation-Warehousing", and "Information".

To the right of the industry categories is another list of industry categories, each with a blue underlined link: "Finance and Insurance", "Real Estate- Rental and Leasing", "Professional-Scientific-Technical Services", "Management- Companies & Enterprises", "Administrative-Support-Waste-Remediation", "Educational Services", "Health Care-Social Assistance", "Arts-Entertainment- Recreation", "Accommodation-Food Services", and "Other Services".

Below the industry categories are four promotional boxes, each with a title, a description, and a "Learn More" button:

- Industry Financial Profiles**: Rock-solid industry financial ratios, balance sheet and detailed Profit & Loss statements for 5,500 lines of business. [Free Sample](#). [Learn More >](#)
- Unlimited Access Options**: [Commercial Subscriptions](#) and [Library Licenses](#).
- Market Research Reports**: Compelling industry market research trends for 6,500 lines of business in 300 US markets. [Free Sample](#). [Learn More >](#)
- Competitive Market Analyzer**: Customized narrative competitive analysis of your firm, your industry and your market area -- down to the zip code. [Free Sample](#). [Learn More >](#)

Find industry reports using the keyword or NAICS input box accessible from every page.

Find industry reports by using the **Drilldown** that parallels the standard NAICS-6 system.

We've expanded it to form our "NAICS 6+6" taxonomy to accommodate thousands of additional industry segments

# Industry Search Page Navigation

Many users begin by searching for the industry they want to research or benchmark.

The screenshot shows the BizMiner website's 'Industry Search' page. At the top, the BizMiner logo is on the left, and 'US TOLL FREE 866-863-9853 | Login' is on the right. A blue navigation bar contains links for Home, Industry Search, Our Products, Subscriptions, Resources, and About BizMiner. Below the navigation bar, a breadcrumb trail reads 'You Are Here: Industry Search'. On the left is a vertical sidebar with links: Home, >> Industry Search, Keyword or Industry Code, Industry Drilldown, New Search, Our Products, Subscriptions, Resources, About BizMiner, Cart, and Contact Us. The main content area is titled 'Industry Reports Search Tools' and contains three sections: 1. Input Keyword or Industry Code (with a search box and 'Go!' button), 2. Industry Drilldown (with a list of industry categories like Agriculture-Forestry-Fishing-Hunting, Mining-Quarrying- Oil & Gas Extraction, Utilities, Construction, Manufacturing, Wholesale Trade, Retail Trade, and Information), and NAICS-SIC crosswalk (with a search box for SIC to NAICS and a 'Search' button). A list of industry categories is also shown on the right side of the drilldown section. Red arrows point from external text annotations to various elements on the page.

Input **NAICS** code or **Keyword** here.

Find industry reports by using the **Industry Drilldown** tool.

BizMiner's NAICS 6+6 aligns fully with the standard NAICS-6 in use by the US and other North American governments – while continuing to offer our clients extended industry granularity.

For more information, click here to go to the **Industry Search Tips** page located in the Technical Briefs section of the website resources.

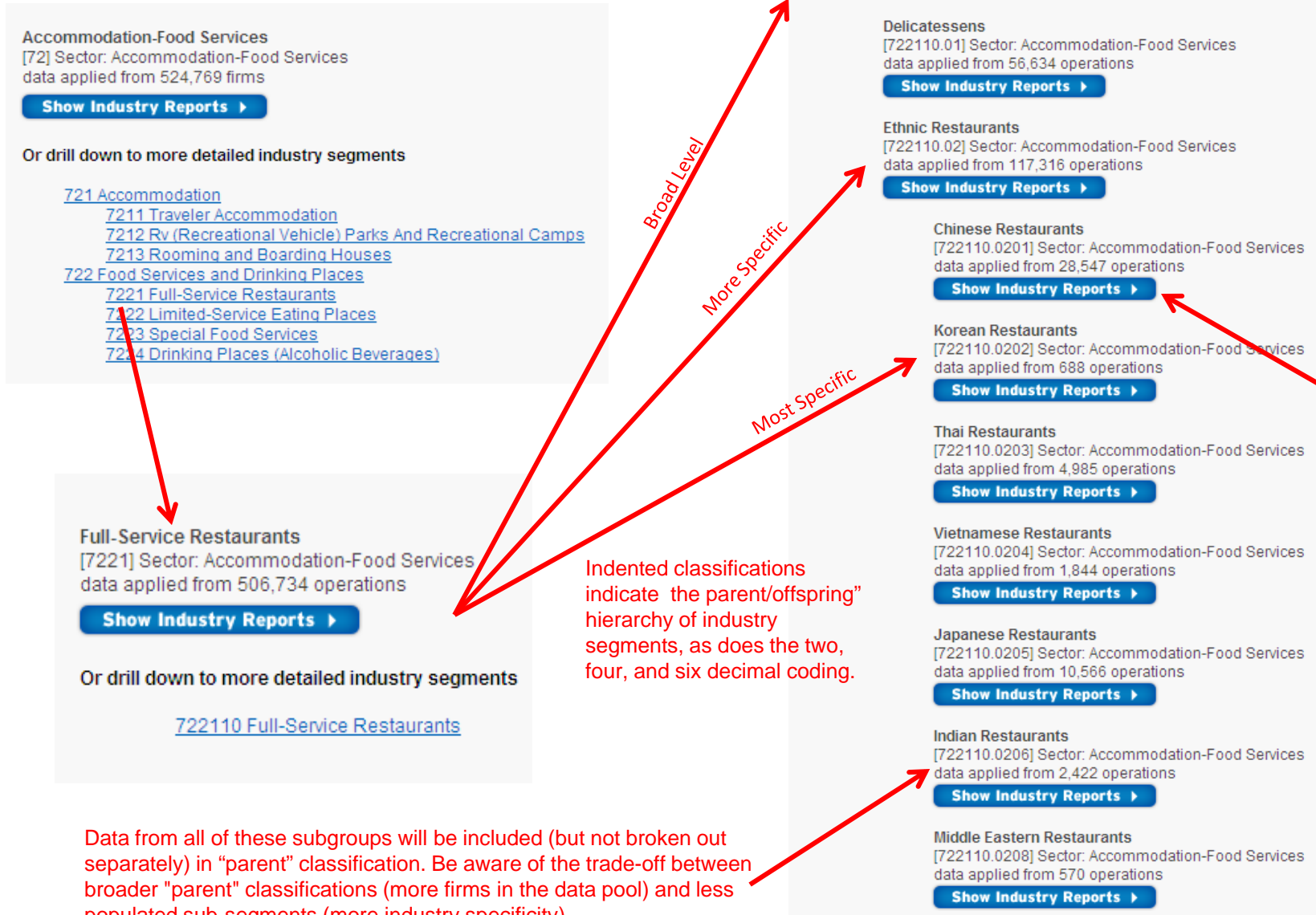
The drilldown option displays the “parent/offspring hierarchy of industry segments.

See next page.

Use the **Crosswalk** tool by inputting a **SIC** code to find potential NAICS matches.

# Industry Search – Hierarchy

The search tools let you start from a broad classification and view more specific industries showing all “offspring” lines of business we report on.



Data from all of these subgroups will be included (but not broken out separately) in “parent” classification. Be aware of the trade-off between broader “parent” classifications (more firms in the data pool) and less populated sub-segments (more industry specificity).

# Report Selection Page Navigation

The report selection page displays the reports available for the selected industry.

Use the pull down menu to **select a sales class** peer group for the Industry Financial series.

The number of firms included and end-year sales averages are shown for each sales class after clicking on the pull down menu.

For the Industry Financial and Micro Firm Profiles, toggle to 3, 5, or 8 year report.

Use the pull down menu to select either the sole proprietor or startup version of the Micro Firm series.

Click **"Add to Cart"** to load a report into your shopping cart.

For the Local Market Research Profiles, use the pull down menu to select a state or metro area.

**FREE SAMPLE:** Click to see a complete sample report.

**PREVIEW:** Click to view an industry specific overview of the contents of the report.

Click here to define parameters for the Market Analyzer report.

Chinese restaurant  
[96-812.0103] Sector: Retail

**Industry Financial Profiles**  
\$69 (3 yr. report)  \$99 (5 yr. report)  \$129 (8 yr. report: 2 files)  
Select sales class  
Preview Free IF Sample **Add To Cart**

**Micro Firm Profit & Loss Profiles**  
\$69 (3 yr. report)  \$99 (5 yr. report)   
Select a version  
Preview Free MF Sample **Add To Cart**

**US Market Research Reports \$99**  
data applied from 23,299 firms  
Preview Free USMR Sample **Add To Cart**

**Local Market Research Reports \$99**  
Choose a state or metro area:  
Preview Free LMR Sample **Add To Cart**

**Competitive Market Analyzer \$99**  
Parent Industry Report: 5812 - Restaurants-Eating places (385,354 firms)  
Read More Free CMA Sample **Create Now**

# Account Page Navigation

Your report loads onto a new page, which offers access to most reports in HTML, PDF and spreadsheet formats.

The screenshot shows the Bizminer account page. At the top, there is a navigation bar with links: Home / Industry Search / Our Products / Subscriptions / Resources / About BizMiner. Below this, there are buttons for "My Reports" and "My Account". The main content area is titled "Home - My Reports" and includes a "Subscription Expiry: 01/2/2011" notice. Below this, there is a list of reports with columns for report type (IF, MR, MF), date (11/8/2010), title, details, and download options (PDF, HTML, CSV). A red circle highlights the download buttons for the first report. A red arrow points to the "My Reports" button, and another points to the "My Account" button. A third red arrow points to the "Purge All Profiles" link. A fourth red arrow points to the "INPUTS" link in the first report row. A fifth red arrow points to the "PDF" button in the first report row. A sixth red arrow points to the "HTML" button in the first report row. A seventh red arrow points to the "CSV" button in the first report row.

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## Home - My Reports

[My Reports](#) [My Account](#)

**Subscription Expiry: 01/2/2011**

If you have stored several profiles in this account, you may need to scroll down to see them all. The [Inputs] link below Industry Financial, Micro Firm and Competitive Market Analyzer icons (below left) can be used to input individual firm data against industry benchmarks. Ratios and summed line items will auto-calculate. **Input sessions expire after 15 minutes.**

Your most recent 20 reports are displayed. Do you want to display all of your stored reports? This could take several minutes.

[Show All Profiles](#) [Purge All Profiles](#)

	11/8/2010 Industry Financial Sales Class: \$1 - \$499,999 (5 year) (June 2010) Roasted coffee [2095] Sector: Manufacturing	<a href="#">PDF</a> <a href="#">HTML</a> <a href="#">CSV</a>
	11/8/2010 Local Marketing Research (June 2010) Single-family housing construction [1521] Reno, NV Metro Area Sector: Construction	<a href="#">PDF</a> <a href="#">HTML</a> <a href="#">CSV</a>
	11/8/2010 US Marketing Research (June 2010) Services, misc. [8999] Sector: Services	<a href="#">PDF</a> <a href="#">HTML</a> <a href="#">CSV</a>
	11/8/2010 Startup Profit & Loss Profile (5 year version) [7389] Business services, misc. Sector: Services Release Date: June 2010	<a href="#">PDF</a> <a href="#">HTML</a> <a href="#">CSV</a>

Click on the "My Reports" links to return to account page from anywhere on the site.

Update account information here.

Delete all profiles from account here.

All reports in the Industry Financial and Micro Firm Profit & Loss series include a free optional customized benchmarking tool.

Input feature is shown on next page.

Click on a format to generate the report on your screen.

Download PDF and CSV/spreadsheet versions to your hard drive.

# Account Page Navigation - Customized Benchmarking Tool

Customize your Industry Financial or Micro Firm Profit & Loss Reports



The screenshot displays a list of four reports in a table-like format. Each report entry includes a report type icon (IF, MR, MR, MF), a date (11/8/2010), a title, a description, a sector, and three action buttons (PDF, HTML, CSV). The 'INPUTS' link for the first and last reports is circled in red, with a red arrow pointing to it from the left side of the image.

IF	11/8/2010	Industry Financial	Sales Class: \$1 - \$499,999 (5 year) (June 2010) Roasted coffee [2095] Sector: Manufacturing	<a href="#">PDF</a>	<a href="#">HTML</a>	<a href="#">CSV</a>
MR	11/8/2010	Local Marketing Research (June 2010)	Single-family housing construction [1521] Reno, NV Metro Area Sector: Construction	<a href="#">PDF</a>	<a href="#">HTML</a>	<a href="#">CSV</a>
MR	11/8/2010	US Marketing Research (June 2010)	Services, misc. [8999] Sector: Services	<a href="#">PDF</a>	<a href="#">HTML</a>	<a href="#">CSV</a>
MF	11/8/2010	Startup Profit & Loss Profile (5 year version)	[7389] Business services, misc. Sector: Services Release Date: June 2010	<a href="#">PDF</a>	<a href="#">HTML</a>	<a href="#">CSV</a>

Click on the Inputs link to display a page that allows to you to input individual company information.

Balance sheet, income statement and ratios will be auto-calculated and benchmarked against your industry peer group when you regenerate the report in any of the three formats.

# Resources Page Navigation

We've put together a variety of discussion papers, glossaries and reports to help you use our site and understand trends in your industry.

The screenshot shows the BizMiner website's Resources page. At the top, the BizMiner logo is on the left, and the contact information 'US TOLL FREE 866-863-9853 | Login' is on the right. A blue navigation bar contains links for Home, Industry Search, Our Products, Subscriptions, Resources (highlighted in orange), and About BizMiner. A red arrow points from the introductory text above to the Resources link in the navigation bar. Below the navigation bar, a breadcrumb trail reads 'You Are Here: Resources > Introduction'. The main content area is titled 'Resources' and contains introductory text and several links: 'Financial Glossaries and Report Companions', 'Technical Briefs', 'Industry Report Research Guides', 'BizMiner Affiliate section', and 'FAQs about BizMiner'. A red circle highlights the 'FAQs' link, with a red arrow pointing to the text '<< Frequently Asked Questions about BizMiner'. At the bottom of the main content area, there is a link for 'BizMiner Tutorial' with a PDF icon. On the left side, there is a vertical navigation menu with a 'Go!' button. A red arrow points from the introductory text to the 'Resources' link in this menu. Another red arrow points from the introductory text to the 'Introduction' link under 'Research Guides' in the same menu. A third red arrow points from the introductory text to the 'Contact Us' link at the bottom of the menu.

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You Are Here: [Resources](#) > [Introduction](#)

## Resources

We've put together a variety of discussion papers, glossaries and reports to help you use our site and understand trends in your industry.

Our Glossaries offer detailed definition of various measures in our reports, while the Discussion Briefs offer more depth on searching, industry classifications and the application and interpretation of reports we offer. Companion pieces to reports include text explanations for reports in spreadsheet file formats. Our Market Research Edge and Financial Analysis Edge sheets include insights into the meaning of various measures, while Research Guides help you understand which report series might be most useful to you.


[Financial Glossaries and Report Companions](#) including our Profit & Loss Glossary, Balance Sheet Glossary, Financial Ratios Glossary; the white paper series Financial Analysis Edge and Market Research Edge; economic sector descriptions and SIC code industry descriptions.

[Technical Briefs](#) on BizMiner methodology, BizMiner data sources, industry search tips and provider comparisons.

[Industry Report Research Guides](#) for valuation professionals, business planners, market research consultants, small business and startups.

[BizMiner Affiliate section](#), including information, application and login for our affiliate partners and those interested in becoming a BizMiner affiliate.

[FAQs](#) about BizMiner << [Frequently Asked Questions about BizMiner](#)

[BizMiner Tutorial](#) helps you navigate the site. 

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Now delivering QII-10 content:  
    [Industry Financials](#)  
    [Micro Firm Profit & Loss](#)  
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        > [Introduction](#)  
            Business Planners  
            Startups  
            Small Business  
            Market Planners  
            Accountants-Consultants  
            Appraisers

The links from the center of the page and left navigation bar expand to show all resources available.

Click here to contact us by phone, fax, mail, or email with questions. We respond to almost all inquiries within one business day.