Information Literacy Exercise: Use of Market Reports - requires Langsdale or Albert S. Cook Library access.

Current tutorials:
1. Finding an article: [http://home.ubalt.edu/ub78l45/captivate/findarticle/start.html](http://home.ubalt.edu/ub78l45/captivate/findarticle/start.html)
2. Evaluating information: [http://home.ubalt.edu/ub78l45/captivate/evaluate/start.html](http://home.ubalt.edu/ub78l45/captivate/evaluate/start.html)

Please access the Mintel tutorial available above. It will aid you in finding the database and navigating through a report. Following the Langsdale Library instructions [see “Instructions for Accessing Mintel” below], you should be familiar with the Mintel data service.

We’ll present alternative directions to aid you.

So......
Go to MyUB and log in. On your landing page, look for the Langsdale Library link. Click on the Langsdale link. You should see the following landing page.

Click on find materials.
Click on **Databases**
Scroll down the alphabetical list to **Mintel Market Reports**
When you get to the Mintel database, click on the link, agree not to sell the data and we can start.

As the Langsdale website states: "Market and consumer research on European, British, and U.S. markets. It includes information on products, brands, and industry trends." Mintel reports are professionally prepared using the latest industry data. The reports are based on the data and interpreted by experts familiar with specific industries. When making informed decisions, relevant data is vital. Mintel provides that data to companies, at a significant price. Your student status makes it possible to access a report that would otherwise be too expensive.

The marketing department is interested in learning the changes in the mobile phone industry. As more and more consumers own smartphones, brands have to introduce compelling reasons for new purchases, which changes the nature of competition. Typically, significant innovations that increase the value customers perceive in a product can lead to equally significant increases in market share.

**Assignment**  
Go to the Mintel database as detailed in the Langsdale tutorial. Sign on and read the "Conditions of Use - Academic." You must agree to these to gain access.

**Scenario**  
Your company has extensive experience in designing and manufacturing electronics. It is considering entering the mobile phone manufacturing market. Before taking that step, management needs a better idea of the:  
1. Market and industry  
2. Brands and companies  
3. Consumer trends

To find the report you need type 'Mobile phones' in the search box and press the magnifying glass search icon.

**Note:** Mintel updates its reports periodically. Start with the most recent Mobile Phone – US report.
Choose the most recent Mobile Phones report by clicking on the date (for example, US – June 2017).

Within the report, you can find sections which are required by the Mintel assignment and quiz. **We want the June 2017 report. If this report does not appear in the search results, click on the most recent Mobile Phones report, then use the report timeline on the right side of the screen.**
Part One: Competition and competitor Information
So, now proceed:
1. Search the list for: "Mobile Phones - US - January 2017." In that report, Mintel also lists mobile phone reports going back to November 2007. These represent nearly ten years of evolution and development in the cellular phones’ product life cycle. The keyless Apple iPhone was launched in 2007 and was the first phone with virtual keys.

2. Start by studying the June 2017 report. When you load the report, you will see a panel listing the Report Content. You have been asked to find the unit sales of mobile phones. In the Report Content panel click on “Market”, then on “Market Size and Forecast”.
3. You will see information on unit sales over the past five years. Answer the questions below and record them in the space provided. You will need to use them to complete the “Mintel Assignment Quiz” in the “Tests & Quizzes” of Sakai.

Questions to answer.
1. Which year saw the biggest change in US unit sales?
   :>
2. What is the forecasted percent change in sales for 2018?
   :>
3. What is the reason for a substantial increase in projected sales in 2019?
   :>
4. Which two phones are expected to drive short term sales growth in 2017-2018?
   :>
5. According to the report, what computer market trend has not yet been true for mobile phones?
   :>
Part Two: Brand and Company Information
In the June 2017 report, move to the Brand/Company section. Then, click “What’s next?”. You have been asked to find new product trends in the mobile phone industry.

Answer the following questions and record them in the space provided.
6. What is the percent of brand penetration for Chinese mobile phone brands?
   :> __________________________________________
7. What product has LG developed for the kids market?
   :> __________________________________________
8. Which two brands were unknown before having a large marketing budget?
   :> __________________________________________
9. What have mobile carriers started offering to increase revenues?
   :> __________________________________________
10. According to the report what will Apple Horizon machines be able to do?
    :> __________________________________________

Part Three: Drivers of Consumer Purchase
You are now looking to identify the purchase drivers for mobile phones in 2017. Click on the “Consumer” link. For this part you will be using both the “The Consumer—What you need to know” and “Interest in Purchasing” links.

Answer the following questions and record them in the space provided.
11. What percent of phone owners purchased their most recent phone in the past two years?
    :> __________________________________________
12. What populations are most interested in the “latest and greatest phones”?
    :> __________________________________________
13. Under the “Interest in Purchasing” section, panelists in Mintel’s study were consistent in noting that what would be the only reason for a new phone purchase?
    :> __________________________________________
14. Look at Figure 29: Interest in acquiring a new smartphone, by age, January 2017. Which age group has the highest percentage of respondents who indicated that they are happy with their current phone?
    :> __________________________________________
15. Look at Figure 30: Interest in acquiring a new smartphone, by household income, January 2017. Can you say that higher income consumers are more interested in getting a new phone than lower income respondents?
    :> __________________________________________

FINAL STEP:
Now that you have completed your data research, please go to “Tests & Quizzes” in Sakai and click on “Mintel Assignment Quiz”, and using the answers you have generated, complete the multiple choice quiz. You will have 30 minutes (2 per question) to complete this task.