

## **MKTG 6322 - Reference USA Exercise**

### **Building a database for Business to Business Marketing**

#### **Step-by-Step Guide**

You are a marketing analyst for a large software company that specializes in multinational installations of an app that facilitates money transfer to and from overseas companies. Your company's target for this exercise is companies with a foreign parent, with at least 100 employees, and \$5 million in sales. You have been tasked with finding new areas for the firm to target and to create prospect databases for those areas. Government data shows Texas is a growing state with a lot of international trade, so start your analysis there.

Your assignment is as follows:

1. Run this analysis for the three major cities in Texas and describe the target market in general in terms of credit worthiness, the type of executives in this market, etc.
2. Based on the data you have, make a recommendation whether this is a good target market for our product.
3. If we were to market in this area, which industries would it make most sense to target and why?
4. If you were to return to Reference USA and download any additional information you might need to make your decision, what would those fields be and how would they help?

Your answer to each question should be three to five sentences, and copy and paste the relevant information to support your argument in to that word file from SPSS.

Submit your assignment as a word document.

Scroll down for detailed instructions...

1. Go to [MyHilltop](#) and access the St. Edward's Library by selecting "Library Search". On the Library site click on "eResources Directory". Search and select "Reference USA".
2. Once on the site, under available databases, select "U.S. Businesses", then press "I agree" to their terms.
3. When given the option, select "Advanced Search"

**U.S. Businesses Database**

Quick Search | Advanced Search

**Search Criteria:**

- Company Name**
  - ☐ Company Name
- Executives**
  - ☐ Executive Name
  - ☐ Executive Title
  - ☐ Executive Gender
  - ☐ Executive Ethnicity
- Business Type**
  - ☐ Keyword/SIC/NAICS
  - ☐ Major Industry Group
- Geography**
  - ☐ Map Based Search
  - ☐ City / State
  - ☐ Metro Area
  - ☐ ZIP Codes
  - ☐ Radius
  - ☐ County
  - ☐ Street Address
  - ☐ Neighborhood
- Phone**
  - ☐ Business Phone

**To start your search...**

Click on the headings to the left to start your search. If you are uncertain what to search for, look for Search Tips within each section to help you along the way.

To further customize your search, select the Record Type you would like to search below to ensure you get the records you are looking for.

**Record Type** Search Tips | Collapse

- ☒ **Verified Businesses** (Phone verified and quality checked)
- ☐ **Include Unverified Businesses** (Not yet fully verified, may not be accurate)
- ☐ **Include Closed / Out of Business Records** (Suspected to be out of business)

**VIEW RESULTS**

**UPDATE COUNT**

**RECORD COUNT**  
**15,020,115**

**BUSINESS HISTORY**  
[more info](#)

**CLEAR SEARCH**

[Back To Top](#)

4. The column on the left gives you all of your search credential options. For this project we will be selecting:
  - a. Where it says "Record Type" make sure to ONLY select "Verified Businesses (Phone verified and quality checked)"
  - b. Next, on the left column under **Business Type** select "Major Industry Group". Select "Services (70-89)"

- c. Next, under **Geography** select “City/State”. Click the blue triangle next to Texas and select the following cities: Austin, Houston, Dallas.

City / State
Search Tips ⓘ Collapse ⇅ Remove ✕

**Search**  
 **GO**

**Results**

▶ South Carolina	State
▶ South Dakota	State
▶ Tennessee	State
▼ Texas	State
▶ Utah	State
▶ Vermont	State
▶ Virgin Islands	State
▶ Virginia	State

**Selected**

Austin, TX	City
Dallas, TX	City
Houston, TX	City

[Clear Field\(s\)](#)

- d. The final credential will be under **Ownership**. Select “Foreign Parent”, then select “Only companies with a foreign parent”
5. If you click “Update Count” in the upper right corner, your total record count should be 91. (if it is a different number by one or two, it could be the database has been updated recently. If your search is significantly different than what has been presented above, and you should refer to the steps to see if you missed any or selected the wrong ones)

VIEW RESULTS
UPDATE COUNT

**RECORD COUNT**  
**92**  
**BUSINESS HISTORY**  
[more info](#)

CLEAR SEARCH

[Back To Top](#)

6. Now click "View Results".
7. To download all 92 results on to the same spreadsheet, click the empty box on the blue title row next to "Company Name" to select all records on your current page. Go through all 4 pages and repeat this. Once all 92 are selected, select "Download".

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NEW!

Review Details Heat Map Summary Charts Download Print Save Search

<input checked="" type="checkbox"/>	Company Name	Executive Name	Street Address	City, State	ZIP	Phone	Corp. Tree
<input checked="" type="checkbox"/>	<a href="#">Task Fronterra Group</a>	Hermann Homann	3701 Kirby Dr # 840	Houston, TX	77098	(713) 634-0777	
<input checked="" type="checkbox"/>	<a href="#">Taylor Winfield</a>	Connie Adair	5400 Lyndon B Johnson Fwy #810	Dallas, TX	75240	(972) 392-1400	
<input checked="" type="checkbox"/>	<a href="#">Technip Fmc</a>	Douglas J Pferdehirt	11740 Katy Fwy # 100	Houston, TX	77079	(281) 870-1111	
<input checked="" type="checkbox"/>	<a href="#">Teekay Marine Solutions Inc</a>	Alan Semple	801 Travis St # 1950	Houston, TX	77002	(832) 366-0004	
<input checked="" type="checkbox"/>	<a href="#">Tokyo Electron US Holdings Inc</a>	Ken Sato	2400 Grove Blvd	Austin, TX	78741	(512) 424-1000	
<input checked="" type="checkbox"/>	<a href="#">Total Petrochemicals &amp; Rfng</a>	Phil Carruthers	1201 Louisiana St # 1800	Houston, TX	77002	(713) 483-5000	
<input checked="" type="checkbox"/>	<a href="#">Transocean Inc</a>	Eric Neven	4 Greenway Plz # 700	Houston, TX	77046	(713) 232-7500	
<input checked="" type="checkbox"/>	<a href="#">Turner &amp; Townsend Inc</a>	Andy Aston	10777 Westheimer Rd # 1160	Houston, TX	77042	(713) 457-9400	
<input checked="" type="checkbox"/>	<a href="#">United Systems Technology East</a>	Tom Gibbs	1850 Crown Dr # 1109	Dallas, TX	75234	(972) 830-3400	
<input checked="" type="checkbox"/>	<a href="#">Village School</a>	Paige Harris	2005 Gentryside Dr	Houston, TX	77077	(281) 496-7900	
<input checked="" type="checkbox"/>	<a href="#">Weatherford International LTD</a>	Bernard J Duroc-Danner	2000 Saint James Pl	Houston, TX	77056	(713) 693-4000	
<input checked="" type="checkbox"/>	<a href="#">Willbros USA Inc</a>	Michael J Fournier	4400 Post Oak Pkwy # 1000	Houston, TX	77027	(713) 403-8000	
<input checked="" type="checkbox"/>	<a href="#">Wilson Assoc</a>	Olivier Chavy	3811 Turtle Creek Blvd # 1600	Dallas, TX	75219	(214) 521-6753	
<input checked="" type="checkbox"/>	<a href="#">Wimax.Com Broadband Solutions</a>		3575 Far West Blvd # 29107	Austin, TX	78731	(512) 522-3055	
<input checked="" type="checkbox"/>	<a href="#">Wonderware Mobile Solutions</a>	Donald Frieden	10111 Richmond Ave # 650	Houston, TX	77042	(713) 344-2600	
<input checked="" type="checkbox"/>	<a href="#">Wood Group</a>	Curt Watson	17325 Park Row # 500	Houston, TX	77084	(281) 828-3500	
<input checked="" type="checkbox"/>	<a href="#">Worley Parsons LTD</a>	Wayne Montgomery	5 Greenway Plz # 500	Houston, TX	77046	(610) 855-2645	

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NEW!

Review Details Heat Map Summary Charts Download Print Save Search

Revise Search New Search

8. For file format select “Excel (2007/2010)” and level of detail select “Custom”, and then select fields.

**Step One:** Select your file format

- ☐ Comma Delimited (Most Popular)
- ☐ Excel
- ☒ Excel (2007/2010)
- ☐ Tab Delimited

**Step Two:** Select your level of detail

- ☐ **Summary** - includes name, address, phone number and 17 additional data fields
- ☐ **Detailed** - includes all data
- ☒ **Custom** - select fields to export

**Directions:** Add the fields you wish to export to the box on the right. Reorder the fields by dragging fields within the box. The fields will export in the order displayed in the list.

Find Fields

Selected Fields

All	Company	Management	Corporate	Total Fields Selected: 20
Company Name				Company Name <input type="button" value="Remove"/>
Executive First Name				Company Description <input type="button" value="Remove"/>
Executive Last Name				Phone Number Combined <input type="button" value="Remove"/>
Address				Executive First Name <input type="button" value="Remove"/>
City				Website <input type="button" value="Remove"/>
State				Executive Last Name <input type="button" value="Remove"/>
ZIP Code				Executive Title <input type="button" value="Remove"/>
Record Type				Executive Gender <input type="button" value="Remove"/>
Professional Title				Address <input type="button" value="Remove"/>
Executive Title				City <input type="button" value="Remove"/>
Executive Gender				State <input type="button" value="Remove"/>
Executive Ethnicity				ZIP Code <input type="button" value="Remove"/>
House Number				Record Type <input type="button" value="Remove"/>

**Data Dictionary**

**Having trouble understanding all the different codes in your download?**  
The [Data Reference](#) has a legend to help you.

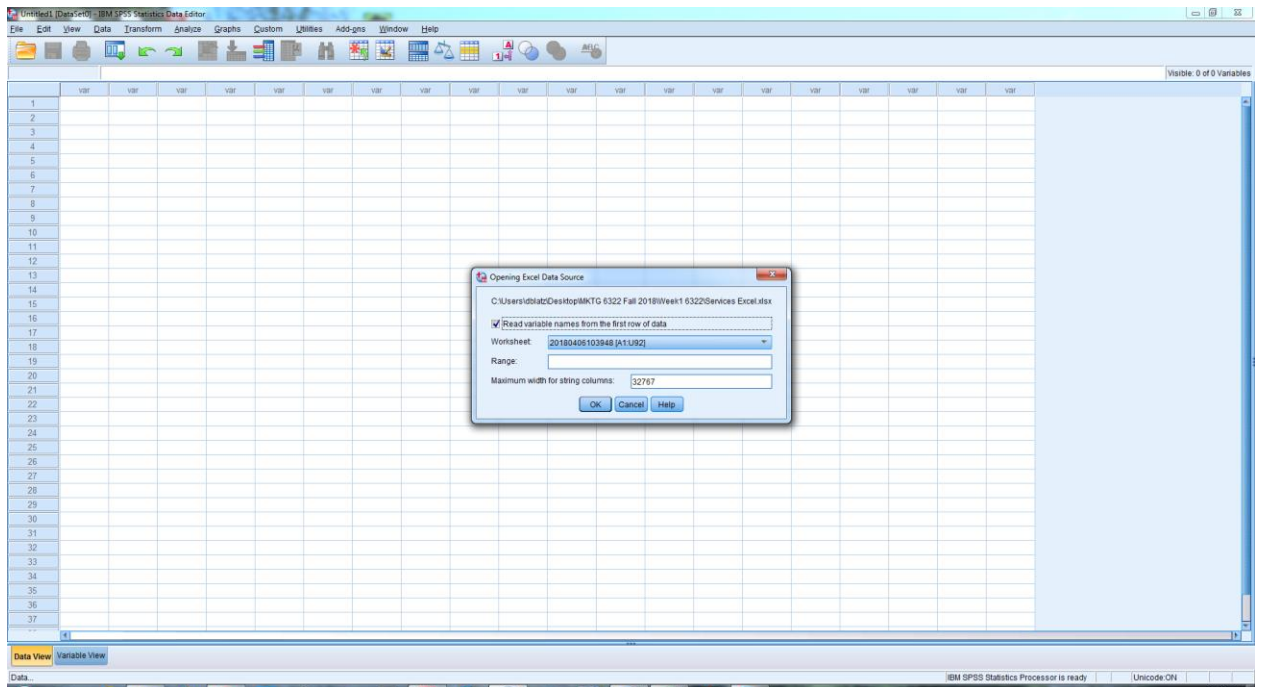
9. Before you download, in addition to the fields selected, you will choose
- Executive Title
  - Executive Gender
  - Company description
  - Phone number Combined
  - Website
  - Phone
  - Primary SIC Code
  - Primary SIC Code description
  - Primary NAICS
  - Primary NAICS code Description
  - Credit Rating
  - Location Sales volume range
  - Location Employee size range

In total you will have 21 fields in each data record. Before downloading, you can move the fields around so move company description under company name so you know what the company at hand does.

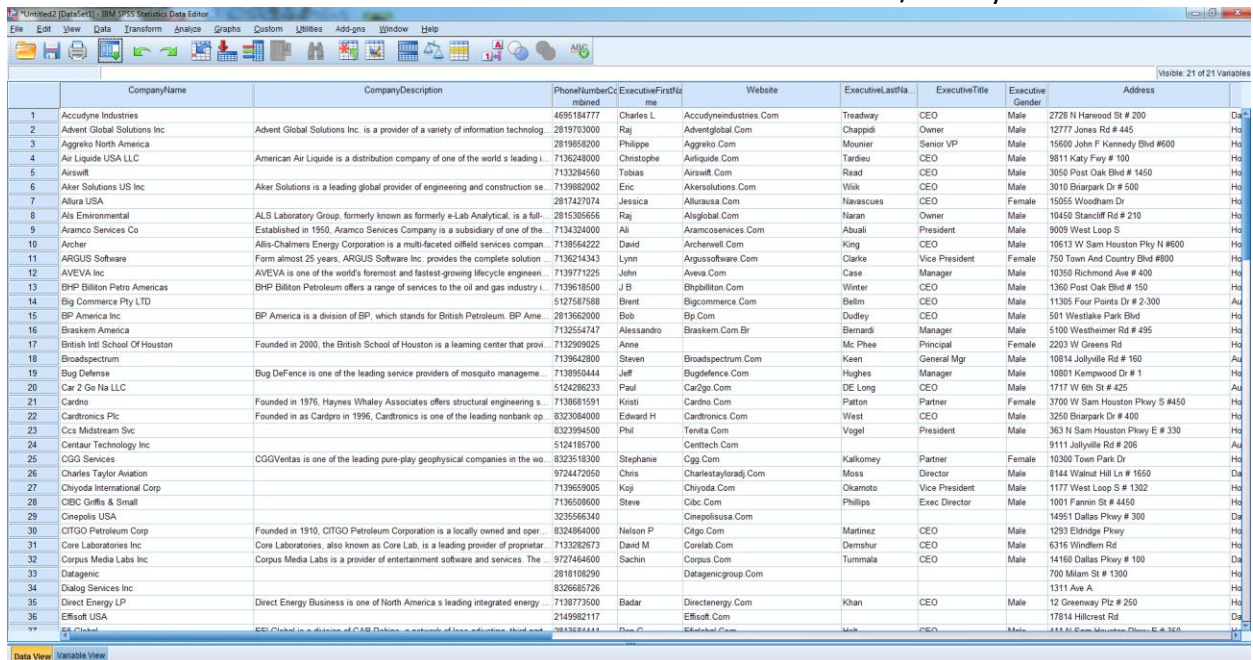
To understand what is in these fields you can use a tool called a Data Dictionary that defines the fields.

After selecting custom fields, you will select “DOWNLOAD RECORDS”.

10. To open in SPSS, select File open data (set file type to excel)  
Click OK to read variable names from first row of data.

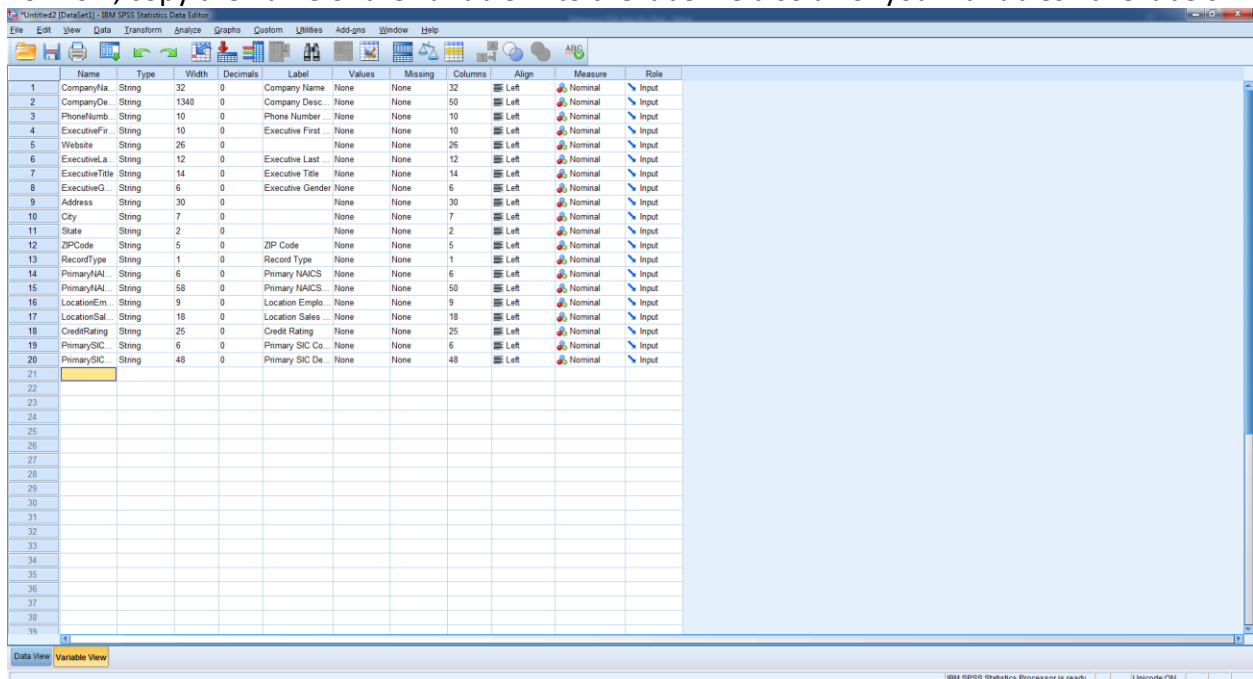


You are now in SPSS! Data view looks like this and has all of the data/fields you selected:



	Company Name	Company Description	Phone Number	Executive First Name	Website	Executive Last Name	Executive Title	Executive Gender	Address
1	Accudyne Industries		4695184777	Charles L.	Accudyneindustries.Com	Treadway	CEO	Male	2728 N Harwood St # 200
2	Advent Global Solutions Inc	Advent Global Solutions Inc. is a provider of a variety of information technolog...	2819703000	Raj	Adventglobal.Com	Chappidi	Owner	Male	12777 Jones Rd # 445
3	Aggreko North America		2819858200	Philippe	Aggreko.Com	Mounier	Senior VP	Male	15600 John F Kennedy Blvd #600
4	Air Liquide USA LLC	American Air Liquide is a distribution company of one of the world's leading i...	7136248000	Christophe	Airliquide.Com	Tardieu	CEO	Male	9811 Katy Fwy # 100
5	Airswift		7133284560	Tobias	Airswift.Com	Read	CEO	Male	3050 Post Oak Blvd # 1450
6	Aker Solutions US Inc	Aker Solutions is a leading global provider of engineering and construction se...	7139892002	Eric	Akersolutions.Com	Wick	CEO	Male	3010 Briarpark Dr # 500
7	Albra USA		2817427074	Jessica	Albrasusa.Com	Navesques	CEO	Female	15065 Woodham Dr
8	Alis Environmental	ALS Laboratory Group, formerly known as formerly e-Lab Analytical, is a full-	2815305656	Raj	Alisglobal.Com	Naran	Owner	Male	10450 Standoff Rd # 210
9	Aramco Services Co	Established in 1950, Aramco Services Company is a subsidiary of one of the...	7134324000	Ali	Aramcoservices.Com	Abuali	President	Male	9009 West Loop S
10	Archer	Allis-Chalmers Energy Corporation is a multi-faceted oilfield services compan...	7136241434	David	Archerwell.Com	King	CEO	Male	10613 W Sam Houston Pkwy N #600
11	ARGUS Software	Form almost 25 years, ARGUS Software Inc. provides the complete solution ...	7132541747	Lynn	Argussoftware.Com	Clarke	Vice President	Female	750 Town And Country Blvd #800
12	AVEVA Inc	AVEVA is one of the world's foremost and fastest-growing lifecycle engineer...	7139771225	John	Aveva.Com	Case	Manager	Male	10350 Richmond Ave # 400
13	BHP Billiton Petro Americas	BHP Billiton Petroleum offers a range of services to the oil and gas industry i...	7139618500	J B	Bhpbilliton.Com	Winter	CEO	Male	1360 Post Oak Blvd # 150
14	Big Commerce Pty LTD		5127587588	Brent	Bigcommerce.Com	Belin	CEO	Male	11305 Four Points Dr # 2-300
15	BP America Inc	BP America is a division of BP, which stands for British Petroleum. BP Ame...	2813662000	Bob	Bp.Com	Dudley	CEO	Male	501 Westlake Park Blvd
16	Braskem America		7132554747	Alessandro	Braskem.Com.Br	Bernardi	Manager	Male	5100 Westheimer Rd # 495
17	British Int'l School Of Houston	Founded in 2000, the British School of Houston is a learning center that provi...	7132909025	Anne		Mc Phee	Principal	Female	2203 W Greens Rd
18	Broadpectrum		7139642000	Steven	Broadpectrum.Com	Keen	General Mgr	Male	10814 Jollyville Rd # 160
19	Bug DeFence	Bug DeFence is one of the leading service providers of mosquito managemen...	7138950444	Jeff	Bugdefence.Com	Hughes	Manager	Male	10801 Kemwood Dr # 1
20	Car 2 Go Na LLC		5124286233	Paul	Car2go.Com	DE Long	CEO	Male	1717 W 6th St # 425
21	Cardno	Founded in 1976, Haynes Whaley Associates offers structural engineering s...	7139681591	Kristi	Cardno.Com	Patton	Partner	Female	3700 W Sam Houston Pkwy S #450
22	Cardtronics Plc	Founded in as Cardpro in 1996, Cardtronics is one of the leading nonbank op...	8323084000	Edward H	Cardtronics.Com	West	CEO	Male	3250 Briarpark Dr # 400
23	Ccs Midstream Svc		8323994500	Phil	Tenita.Com	Vogel	President	Male	363 N Sam Houston Pkwy E # 330
24	Centaur Technology Inc		5124185700		Centtech.Com	Kalkomey	Partner	Female	9111 Jollyville Rd # 205
25	CGG Services	CGGVeritas is one of the leading pure-play geophysical companies in the wo...	8323518300	Stephanie	Cgg.Com			Female	10300 Town Park Dr
26	Charles Taylor Aviation		9724472050	Chris	Charlesjtaylor@aol.Com	Moss	Director	Male	8144 Walnut Hill Ln # 1650
27	Chiyoda International Corp		7139659005	Keiji	Chiyoda.Com	Okamoto	Vice President	Male	1177 West Loop S # 1302
28	CIBC Giffis & Small		7136508600	Steve	Cibc.Com	Phillips	Exec Director	Male	1001 Fannin St # 4450
29	Cinepolis USA		3235556340		Cinepolisusa.Com				14951 Dallas Pkwy # 300
30	CITGO Petroleum Corp	Founded in 1910, CITGO Petroleum Corporation is a locally owned and oper...	8324864000	Nelson P	Citgo.Com	Martinez	CEO	Male	1293 Eldridge Pkwy
31	Core Laboratories Inc	Core Laboratories, also known as Core Lab, is a leading provider of proprieta...	7133282673	David M	Corelab.Com	Demshur	CEO	Male	6316 Winderm Rd
32	Corpus Media Labs Inc	Corpus Media Labs is a provider of entertainment software and services. The...	9727464600	Sachin	Corpus.Com	Tummala	CEO	Male	14160 Dallas Pkwy # 100
33	Datagenic		2818108290		Datagenicgroup.Com				700 Miami St # 1300
34	Dialog Services Inc		8326685726						1311 Ave A
35	Direct Energy LP	Direct Energy Business is one of North America's leading integrated energy ...	7138773500	Badar	Directenergy.Com	Khan	CEO	Male	12 Greenway Pkwy # 250
36	EFsoft USA		2149921177		EFsoft.Com				17814 Hillcrest Rd
37	ES Global	ES Global is a division of C&B Global, a network of independent, third-part...	2813624444	Don C	ESglobal.Com	Utek	CEO	Male	14414 Com.Mountain.Drive.E.#.300

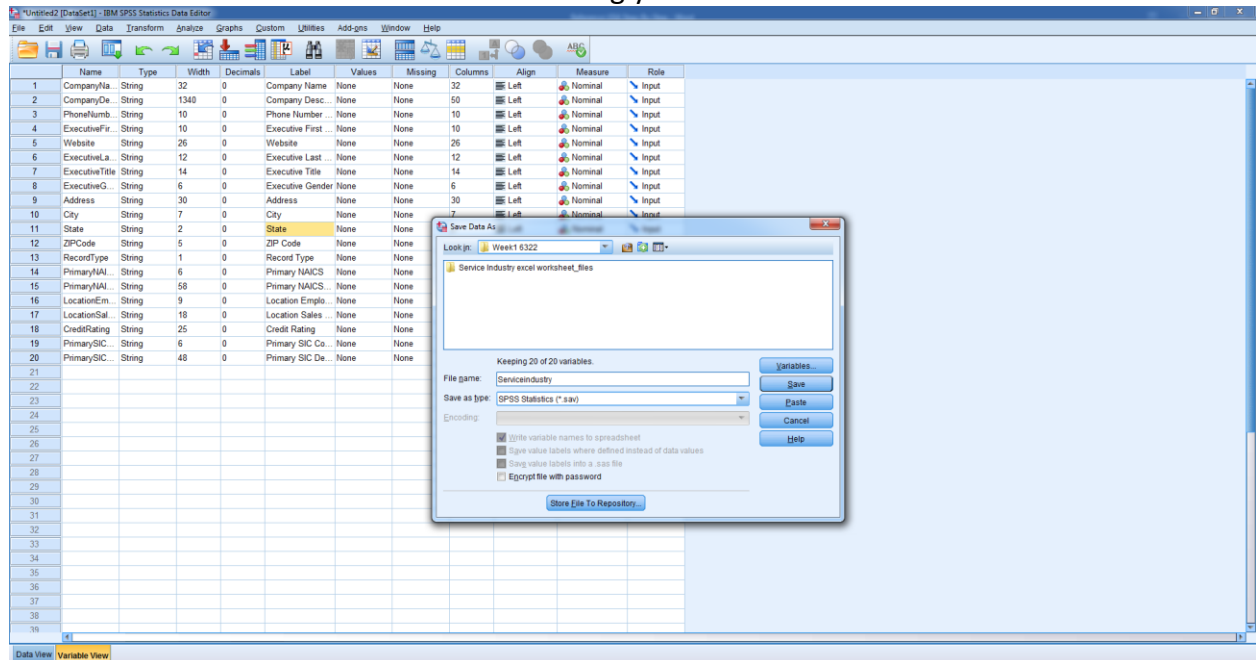
Variable view looks like this and you can rename variables here and do other types of analysis. For now, copy the name of the variable in to the label field so all of your variables have labels.



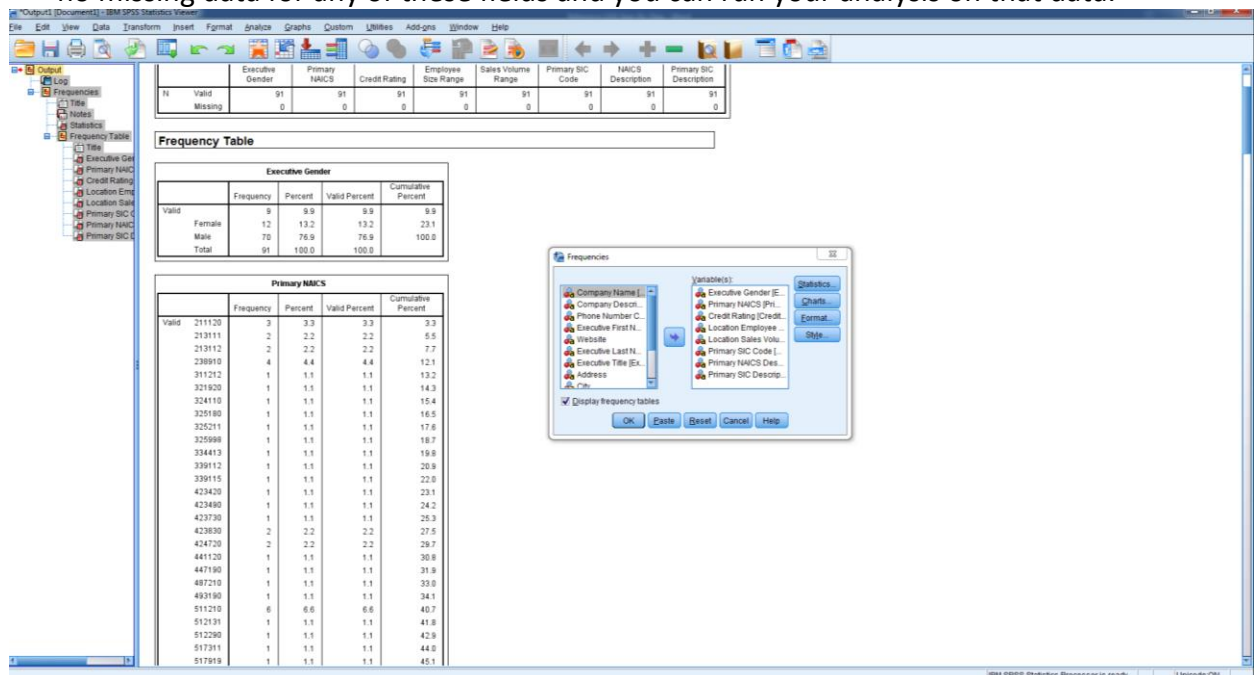
	Name	Type	Width	Decimals	Label	Values	Missing	Columns	Align	Measure	Role
1	CompanyNa...	String	32	0	Company Name	None	None	32	Left	Nominal	Input
2	CompanyDe...	String	1340	0	Company Desc.	None	None	50	Left	Nominal	Input
3	PhoneNumb...	String	10	0	Phone Number	None	None	10	Left	Nominal	Input
4	ExecutiveFir...	String	10	0	Executive First	None	None	10	Left	Nominal	Input
5	Website	String	26	0		None	None	26	Left	Nominal	Input
6	ExecutiveLa...	String	12	0	Executive Last	None	None	12	Left	Nominal	Input
7	ExecutiveTitle	String	14	0	Executive Title	None	None	14	Left	Nominal	Input
8	ExecutiveGe...	String	6	0	Executive Gender	None	None	6	Left	Nominal	Input
9	Address	String	30	0		None	None	30	Left	Nominal	Input
10	City	String	7	0		None	None	7	Left	Nominal	Input
11	State	String	2	0		None	None	2	Left	Nominal	Input
12	ZIPCode	String	5	0	ZIP Code	None	None	5	Left	Nominal	Input
13	RecordType	String	1	0	Record Type	None	None	1	Left	Nominal	Input
14	PrimaryNAI...	String	6	0	Primary NAICS	None	None	6	Left	Nominal	Input
15	PrimaryNAI...	String	58	0	Primary NAICS	None	None	50	Left	Nominal	Input
16	LocationEm...	String	9	0	Location Emplo...	None	None	9	Left	Nominal	Input
17	LocationSal...	String	18	0	Location Sales	None	None	18	Left	Nominal	Input
18	CreditRating	String	25	0	Credit Rating	None	None	25	Left	Nominal	Input
19	PrimarySIC...	String	6	0	Primary SIC Co.	None	None	6	Left	Nominal	Input
20	PrimarySIC	String	48	0	Primary SIC De.	None	None	48	Left	Nominal	Input
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11. Click "Save as" and name the file something you can remember



12. Next, in SPSS select analyze, descriptive statistics and frequencies. Run frequencies for executive gender, City, primary NAICS, Credit Rating, Employee Size Range, Sales Volume Range and Primary SIC Code Description. The report will tell you that you have no missing data for any of these fields and you can run your analysis on that data.





13. The Data Output file created in SPSS is named a .SPV file. Save the file somewhere so you have your results. To get the output in Word to answer the questions and submit the exercise, you need to do a copy in SPSS and then paste to get the information in Word. Depending on your version, you may have to use “Paste Special” to get the information in Word.
14. Now, answer the questions of our exercise and submit your Word file on Canvas.

Congratulations! You have just created a Business to Business Database based on External Data from a company called Reference USA and analyzed the data using a commercial software package, SPSS, that is widely used in marketing applications.