SimplyMap Exercise: Use NAICS Codes to Find Competitors in a Particular Area

http://libguides.colum.edu/SimplyMap

NAICS Code(s) for your business: _______________________________________________________

Example: Use the NAICS Code for Women’s Clothing Stores to create a list of Competitors near Zip Code 60605.

1. Launch SimplyMap

2. Use the Variables button to select your industry.

Choose Business Counts > In 2010 Geographies > NAICS Category > NAICS Subcategory.

For our example of women’s clothing stores, we’ll select: NAICS Category 44 Retail Trade > NAICS Subcategory Clothing stores (# Businesses) [NAICS 4481]
3. Now, add a location to the report. Open the Locations tab and use the pull-down menus to select a city, county, zip code, etc.

Which location type works best for your business? ___________________________

For our example we will use zip code: Find Location by Zip Codes > Type in 60605 > Select 60605, Chicago, IL >

When you have selected your location, click Use This Location. Then close the Locations window by clicking the X on the upper right.
Your map will appear. For example, here is a map of the number of Clothing Stores in Chicago’s 60605 zip:

4. Give your map a descriptive name. Use the pull-down Map Tab to rename the map.

The new names will appear at the top of the window.

5. Add business locations to the map.

Click the Businesses tab on the left of screen.

Click Find Businesses at upper left.

Select Primary NAICS Code and click View List.

Click through to find your NAICS Code. For our example we use Retail Trade [44] > Clothing Stores [4481] > Women’s Clothing Stores [448120].
Name your search and click Show Results.

Here is a map of Women’s Clothing Stores in and around the 60605 zip code.

To find information about individual businesses, mouse over circles with 3 or fewer businesses. Zoom in closer to a circle with 4 or more businesses by clicking the magnifying glass tool and drawing a box around the circle. (Information on over 30 million U.S. businesses comes from Dun & Bradstreet and includes business name, street address, phone number, employee count, total revenue, line of business, and more.)
6. Now create a list of businesses from your map. Go to the Actions menu at upper left and choose Make Report from Businesses.

![Image of Actions menu with Make Report from Businesses highlighted]

How many potential competitors are on your list? __________ If you have a decent-sized list, go to step 8.

7. If necessary, expand your geographic area. In our example, there are very few women’s clothing stores in zip code 60605.

![Image of location search and selection]

So let’s add to the list by including stores near 60605. Click the Change button at upper left.

Choose the 60605 zip code again, then click Create Custom Location. Select 1 mile radius. Name it “60605 plus one mile”. Click Use This Location.
Now our list is longer!

8. Download or email the list as an Excel file using the Actions menu at upper right:

You now have a list of potential competitors to your business that you can use for further research!