Use Company Databases Creatively for Competitive Intelligence

Reference USA & MDDI Global Reach (D&B)

Companies by type of industry
- Where are the concentrations of medical clinics in Oklahoma.
- What companies in the Tulsa area make up the home improvement and lawn and garden industry.
- How many grocery stores are there in Tulsa.

Companies by geography
- What convenience stores are in zip code 74146.
- Which companies in AC 918 have between 50 and 100 employees and are in the construction industry.
- How many companies are there in Oklahoma.

Size of companies by number of employees and sales
- What is the average size of insurance companies in Tulsa.
- Which companies in Tulsa have the highest sales.
- How many companies with employees of over 100 are there in Tulsa County.
- What accounting firms are single locations, locally owned, with less than 5 employees.

Companies by ownership
- What companies in Tulsa are owned by foreign companies.
- What companies in Oklahoma are headquartered in Oklahoma and have multiple locations.
- How many single location restaurants are there in Tulsa.
- Where are all the Oklahoma locations for XYZ company.
- Where are all the national locations for XYZ company headquartered in Tulsa.

When companies were established
- What new Tulsa companies were established in the last 5 years.
- What Oklahoma companies were established in a particular year, such as “1950”.
- Which industries had the most start-ups in the past 3 years in Tulsa.
- How many manufacturers with less than 100 employees have been in operation in Tulsa for 50 years or more.

These databases are available at www.tulsalibrary.org. Select RESEARCH from Home Page.