

# Business Source Complete – Finding Industry Reports

Business Library

Haskayne School of Business

January 2018

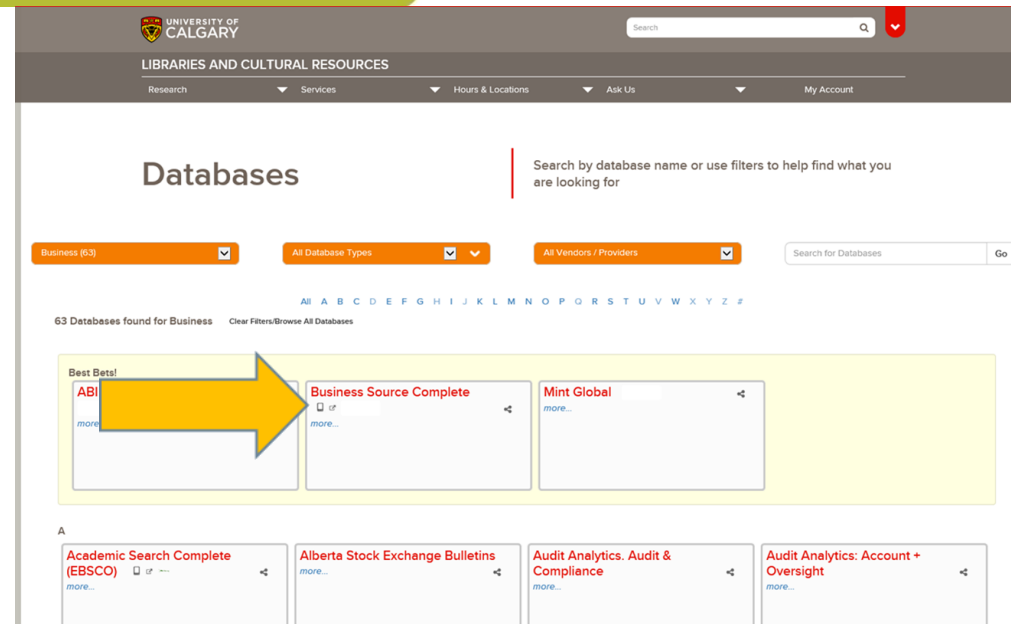
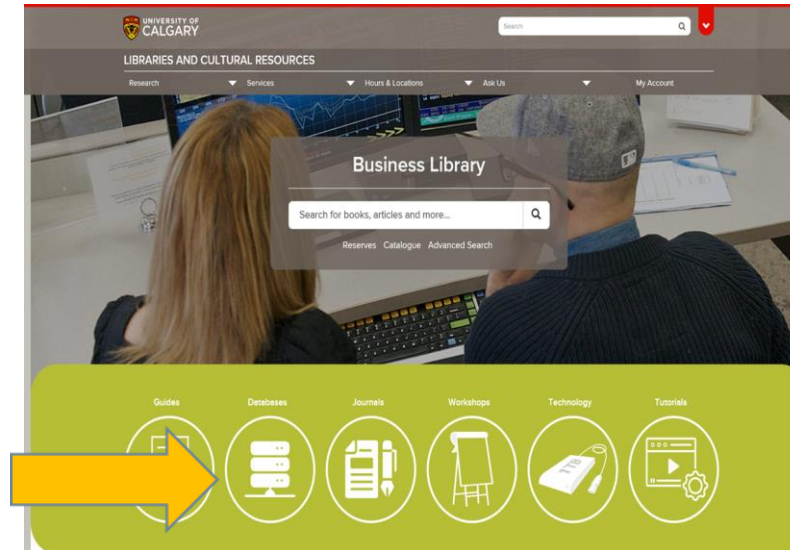
# Access Business Source Complete

Go to

<https://library.ucalgary.ca/business/>

Click on “Databases”

Select “Business Source Complete”

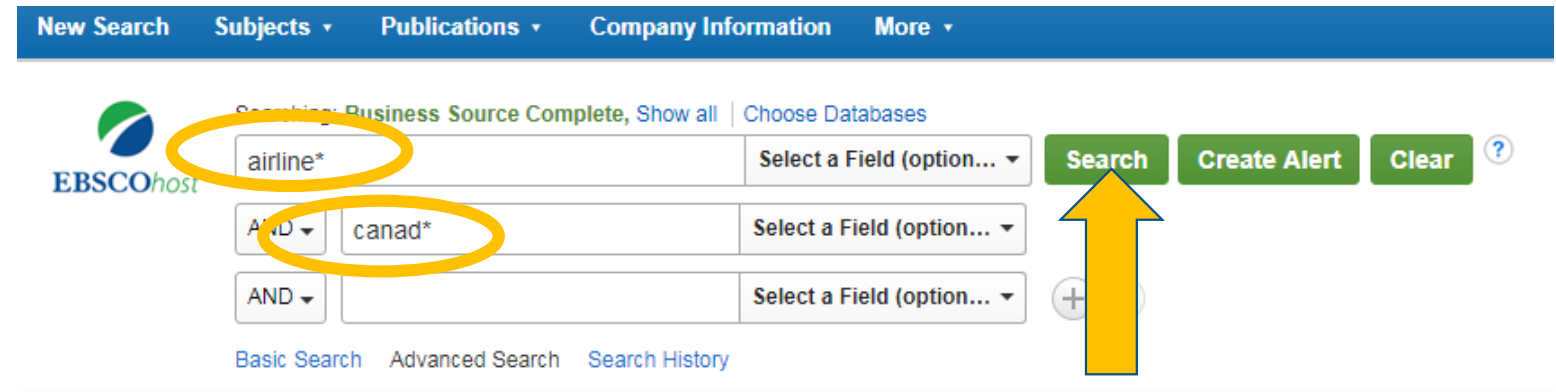


# Industry Reports

You may search for a specific industry. Note that an asterisk searches for any words that begin with that root word; ex airline, airlines

You may also add a keyword to indicate the geographical region you are interested in.

Click Search



The screenshot shows the EBSCOhost search interface. At the top is a blue navigation bar with links: New Search, Subjects, Publications, Company Information, and More. Below this is the EBSCOhost logo and a search bar containing 'airline\*'. To the right of the search bar is a dropdown menu labeled 'Select a Field (option...)' and a green 'Search' button. Below the search bar is a second search bar containing 'canad\*', also with a 'Select a Field (option...)' dropdown. To the right of this second search bar is a green 'Create Alert' button and a green 'Clear' button. A yellow arrow points from the bottom towards the 'Search' button. At the bottom of the interface are links for Basic Search, Advanced Search, and Search History.

# Industry Reports

Limit your search using the left navigation under “Source Types”.

The “Show more” link will allow you to view additional source types – select “Industry Reports”.

Find all my search terms:

airline\* AND canad\*

Limiters

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Limit To

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- ☐ Scholarly (Peer Reviewed) Journals

1897 Publication Date 2018

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Options set

Source Types

- ☒ All Results
- ☐ News (19,299)
- ☐ Magazines (10,148)
- ☐ Trade Publications (8,759)
- ☐ Academic Journals (1,320)
- ☐ Journals (1,320)

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Subject

Publication

Subject: Thesaurus Term

Subject: Major Heading

## Source Types



<input type="checkbox"/> Name	Hit Count
<input checked="" type="checkbox"/> All Results	
<input type="checkbox"/> Trade Publications	2,824
<input type="checkbox"/> Magazines	1,773
<input type="checkbox"/> Newspapers	328
<input type="checkbox"/> Academic Journals	320
<input type="checkbox"/> SWOT Analyses	21
<input type="checkbox"/> Industry Profiles	19
<input type="checkbox"/> Product Reviews	15
<input type="checkbox"/> Market Research Reports	13
<input type="checkbox"/> Country Reports	2

Update

Cancel



# Industry Reports

Select the title that you are interested in to view the Abstract and details

New Search Subjects Publications Company Information More Sign In Folder Preferences Languages

EBSCOhost Searching: Business Source Complete, Show all | Choose Databases

airline\* Select a Field (option... Search Create Alert Clear ?

AND canad\* Select a Field (option... + -

AND Select a Field (option... Basic Search Advanced Search Search History

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Find all my search terms:  
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1959 Publication Date 2017

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Search Results: 1 - 30 of 62

Relevance Page Options Share

1. Airlines Industry Profile: Canada.

Airlines Industry Profile: Canada. May2017, p1-43. 43p. , Database: Business Source Complete

Subjects: Airline industry; Airline industry employees; Airplanes; High technology industries; Federal aid to airline industry; Expansion (Business); Canada; Scheduled air transportation; Scheduled Passenger Air Transportation; Aerospace product and parts manufacturing; Aircraft Manufacturing; Airline industry -- Canada

PDF Full Text (4.7MB) Search for related subjects through Credo Reference

2. Airlines Industry Profile: Canada.

Airlines Industry Profile: Canada. Jul2016, p1-41. 42p. , Database: Business Source Complete

Subjects: Market value; Industrial expansion; Air Canada (Company); Delta Air Lines Inc.; WestJet Airlines Ltd.; Airline industry -- Canada

PDF Full Text (4.6MB) Search for related subjects through Credo Reference

3. Airlines Industry Profile: Canada.

Airlines Industry Profile: Canada. May2015, p1-43. 43p. , Database: Business Source Complete

Subjects: Canada; Airline industry -- Canada; Business forecasting -- Canada

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4. Airlines Industry Profile: Canada.

Airlines Industry Profile: Canada. 5/ 1/2014, p1-36. 36p. , Database: Business Source Complete

Subjects: Expansion (Business); Business revenue; Market segmentation; Air Canada (Company); Transat A.T. Inc.; WestJet Airlines Ltd.; Airline industry

# Industry Reports

You can download the report as a pdf or save the permalink

 Detailed Record

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Related Information

Find Similar Results using SmartText Searching.

◀ Result List | Refine Search | 1 of 62 ▶

## Airlines Industry Profile: Canada.

Source: [Airlines Industry Profile: Canada](#). May2017, p1-43. 43p.

Document Type: Industry Report

Subject Terms: [\\*Airline industry](#)  
[\\*Airline industry employees](#)  
[\\*Airplanes](#)  
[\\*High technology industries](#)  
[\\*Federal aid to airline industry](#)  
[\\*Expansion \(Business\)](#)  
[Airline industry -- Canada](#)

Geographic Terms: [Canada](#)

NAICS/Industry [481110 Scheduled air transportation](#)  
Codes: [481111 Scheduled Passenger Air Transportation](#)  
[336410 Aerospace product and parts manufacturing](#)  
[336411 Aircraft Manufacturing](#)

Abstract: Market value The **Canadian airlines** industry grew by 3.6% in 2016 to reach a value of \$12,155.9 million. Market value forecast In 2021, the **Canadian airlines** industry is forecast to have a value of \$15,477.5 million, an increase of 27.3% since 2016. Market volume The **Canadian airlines** industry grew by 3.6% in 2016 to reach a volume of 66.6 million passengers. Market volume forecast In 2021, the **Canadian airlines** industry is forecast to have a volume of 81.1 million passengers, an increase of 21.6% since 2016. Category segmentation Domestic is the largest segment of the **airlines** industry in **Canada**, accounting for 60.2% of the industry's total volume. Geography segmentation **Canada** accounts for 6% of the Americas **airlines** industry value. Market rivalry The large size of air carriers, high fixed costs, low profit margins and the importance of this industry to the **airline** industry players, comprise a highly competitive environment, which increases rivalry. Competition in the **Canadian** industry is not considered to be high as its structure resembles a duopoly. Nevertheless, most trade in the industry is controlled by a few major companies. (ABSTRACT FROM AUTHOR)

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