

# Boost your business

## Case Study 4



Market  
Research

Company  
Information

Databases

### Initial enquiry

Scotinform are a market research company based in Edinburgh. They contacted the Library seeking information on behalf of a client.

### Talks and workshops

Visit our website to view the latest dates for talks and workshops: [www.nls.uk/business](http://www.nls.uk/business)

“I highly recommend the Library’s business service for anyone looking for information to help develop their business or finding data about a specific market”.

Janet Sylvester, Managing Director

### Resources

- Millions of database records and abstracts containing market research and company information
- Over 26 million items spanning the centuries
- Tens of thousands of newspapers, journals and reports
- 200,000 digitised maps from all over the world
- 17,000 digitised items including books, manuscripts, photos, posters and music scores

## SCOTINFORM

### How the National Library of Scotland helped

Scotinform had been commissioned by a charitable trust in the Borders to report on trends in gym membership and usage. Their client needed the information to help them develop their leisure facilities.

The Library recommended the MINTEL market research database which provided key information on consumer health and leisure habits. Information was also found on trends in the leisure market. Scotinform was able to use this information to advise the client about historic and current trends in gym membership and make recommendations on forecasted future use.

Scotinform found the information invaluable and are committed to making use of this service in the future.

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