



## Key Note Market Information

### **What is Key Note?**

*Keynote Market Information* offers information across entire industry sectors. We currently have access to more than 140 full-text Reports including - among many others - **Business, Marketing, Computing & IT, Education & Training, Environment, Financial Services, Food, Drink & Catering, Lifestyle, Retailing** and **Travel & Tourism**.

Each individual report is split into the following chapters:

- Executive Summary
- Market Definitions
- Market Size
- Industry Background
- Competitor Analysis
- Strengths, Weaknesses, Opportunities and Threats
- Buying Behaviour
- Current Issues
- The Global Market
- Forecasts
- Company Profiles
- Further Sources

### **How do I access Key Note?**

To access *Key Note Market Information* if you are **on campus** go to [www.keynote.co.uk/](http://www.keynote.co.uk/) and you can begin accessing reports immediately.

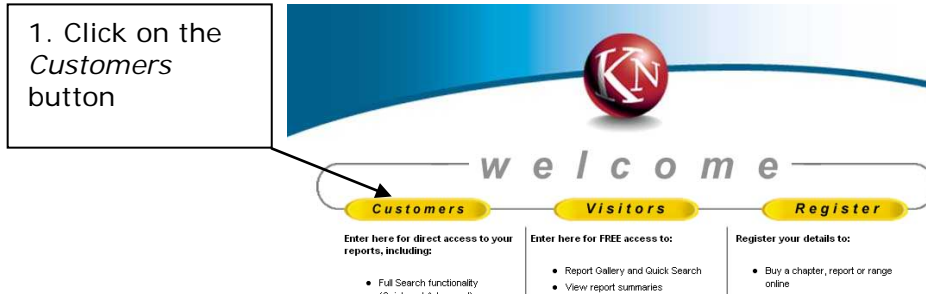
If you are **off campus** go to <http://www.keynote.co.uk/athens.htm> and you will then need to enter your Athens username and password.


If you do not have an Athens username and password, the instructions for registering are located on the Library website at [http://www.rac.ac.uk/?\\_id=1301](http://www.rac.ac.uk/?_id=1301)

















# How Do I View the Reports?

Once you are through to the Key Note website:

1. click on the 'Customers' button, and then,
2. click on the 'My Reports List' button as shown below:



The benefit of clicking on The 'My Reports List' button is that you will see only the reports to which we have full access. This is indicated by the image  next to each report, indicating that you can view the full text.

Report Titles	Date Published	Status
 <a href="#">Training</a>	November 2006	
 <a href="#">Baby Foods</a>	October 2006	
 <a href="#">Jewellery &amp; Watches</a>	October 2006	
 <a href="#">Travel &amp; Tourism Market</a>	October 2006	
 <a href="#">Hotels</a>	November 2006	
 <a href="#">Direct Marketing</a>	October 2006	
 <a href="#">Fast Food &amp; Home Delivery Outlets</a>	October 2006	
 <a href="#">Holiday Purchasing Patterns</a>	October 2006	

Results List: Matches 1 to 20 out of 166 No Carnet Available

Open padlock indicates full access to these reports

## How Do I Sort the List?

You will see a number of yellow buttons in the left-hand frame. The most useful buttons for sorting the list are:

- The 'Report Titles (A-Z)' button which rearranges the list of report titles into alphabetical order.
- The 'Newest First' button which lists the reports by date of publication (with the most recent at the top of the list).

## How Do I Read the Full Text?

There are two ways to read the full text of a report on the screen:

- In HTML format
- As a PDF file

To read the report in HTML format, click on the title of the report in the reports list. Immediately you will see the Executive Summary which is always the first chapter of each report. In addition you will also see a table of contents in the left-hand frame. Use this to navigate to other chapters by clicking on the relevant chapter link.

The screenshot shows a web page titled "Milk & Dairy Products - Executive Summary". On the left, there is a navigation menu with several yellow buttons: "My Reports List", "My Key Note", "Related Titles", "View Whole Report", and "Return to Results". Below these are links for "Contents", "Executive Summary", "Market Definition", "Market Size", "Industry Background", "Competitor Analysis", "Strengths, Weaknesses, Opportunities and Threats", "Buying Behaviour", "Current Issues", "The Global Market", "Forecasts", "Company Profiles", "Consumer Confidence", and "Further Sources".

Two callout boxes are present:

- The first callout points to the "View Whole Report" button and states: "This button allows you to view the entire report as a PDF file."
- The second callout points to the "Contents" link and states: "Use these links to navigate through different chapters in the HTML version."

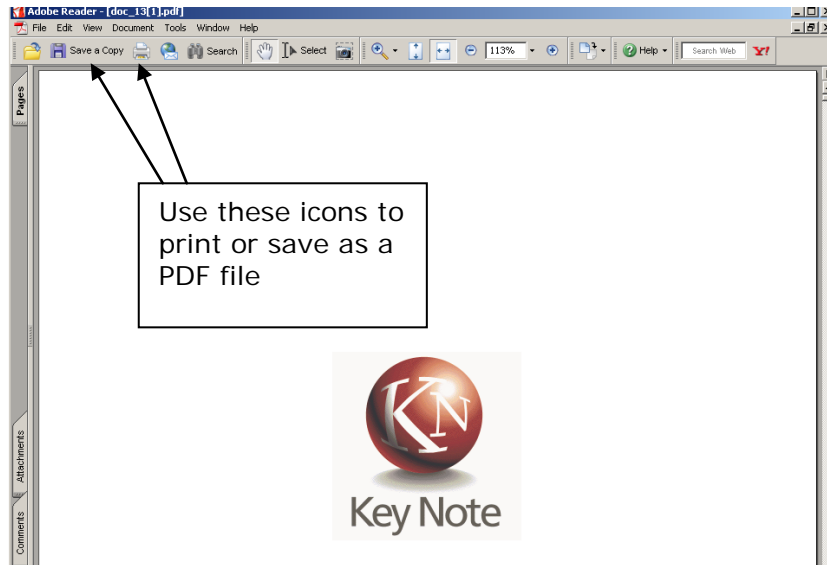
The main content area displays the "Executive Summary" text, which includes information about the market's value, consumer penetration, and product categories.

To read the report as a PDF file, you will see a yellow button in the left-hand frame called 'View Whole Report'. By clicking on this button you will see the report in PDF (Portable Document Format). This format uses Adobe Acrobat and is ideal if you wish to print or save the entire report.

## Printing and Saving

You can print or save a chapter at a time when you are viewing the HTML version of a report. You do this in the normal way from your web browser such as Internet Explorer.

Alternatively you can print or save all or selected pages from the PDF version of the report. In this instance you would use the print icon or save icon from within the Adobe Acrobat toolbar (see below).



## What else can I do?

- Copy and Paste<sup>1</sup>

It is possible to copy and paste sections of Key Note reports from within the web browser into a Word document or similar. Copying into Word will retain both text and table formatting. Highlight the text you wish to copy, then click on 'Edit' and then 'Copy' (or Ctrl+C on your keyboard) from within your browser toolbar. Then go to your Word document and click on 'Edit' and then 'Paste' (or Ctrl+V on your keyboard).

- The Search function

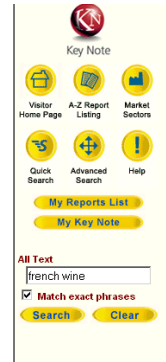
It is also possible to search the Reports.

The Quick Search facility enables you to search quickly through Key Note titles for particular keywords or phrase. Note, however, that your results might show reports to which we do not have access (a closed red padlock will be displayed next to these titles). An example of a Quick Search is shown below:

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<sup>1</sup> If you copy and paste, or even quote or paraphrase, material from Key Note reports make certain that you acknowledge the source of your material and reference it correctly using the Harvard system!

The search (for the phrase “French wine”) :



The results, with the most relevant at the top:

Results List: Matches 1 to 9 out of 9		No Content Available	
Report Titles	Date Published	Status	
<a href="#">Wine</a>	October 2006		
<a href="#">Drinks Market</a>	February 2006		
<a href="#">Drinks Market</a>	February 2005		
<a href="#">The Take Home Trade</a>	November 2004		
<a href="#">Wine</a>	May 2004		
<a href="#">Drinks Market</a>	December 2003		
<a href="#">Drinks Market</a>	January 2003		
<a href="#">UK Drinks Market</a>	October 2000		
<a href="#">Wine</a>	January 2000		

When you click on the title of a report in your results list, the search term/s you used will be highlighted in red.

The Advanced Search facility enables you to conduct a search across a variety of criteria. There is not room here to go into that much detail, but if you click on the yellow ‘Help!’ button within Key Note you will be able to see / print a detailed explanation of this function.