



Business Research Assistance Program

The Business Research Assistance Program, created by Mississippi State University's College of Business and Industry in conjunction with the Technology Resource Institute, has been implemented to assist businesses within the state of Mississippi. The program consists of Master of Business Administration graduate students that will be available to help businesses find pertinent research information and data.

Assistance offered will be to generally find information regarding the following:

- **Industry Overview**
Information consisting of an initial summary of the current environment of a particular industry
- **Competitive Landscape**
Information entails a broad description of the major competitors and industry leaders within a specific market
- **Industry Trends**
Information regarding current trends and major developments in a given industry
- **Industry Outlook**
Information given consists of probable future developments and potential issues that may affect a business within a particular industry
- **Financial Statement Analysis**
Assistants are available to provide a general analysis of financial statements provided by the company

Contact Information

Request and inquires may be directed through:

Office of Business Outreach
College of Business & Industry

Phone: 662.325.8122

E-mail: t.adkins@msstate.edu

The purpose of the research provided is to help business owners and managers gain relevant knowledge that can be used to strengthen the position of their business in a competitive environment.