

# Guidelines for the Local Company Database Project

## Part 1. Project Planning

For this project, create a database of companies in your community. Research and collect information about these companies. Each student in your Database team is responsible for gathering data on at least five companies.

First, brainstorm companies in the community that you might want to research. Use the Yellow Pages to help you begin thinking of companies. Try to select companies from different industry clusters:

- Agriculture, Food and Natural Resources
- Architecture and Construction
- Arts, Audio/Visual Technology and Communications
- Business, Management and Administration
- Education and Training
- Finance
- Government and Public Administration
- Health Science
- Hospitality and Tourism
- Human Services
- Information Technology
- Law, Public Safety, Corrections and Security
- Manufacturing
- Marketing, Sales and Service
- Science, Technology, Engineering and Mathematics
- Transportation, Distribution and Logistics

To complete Part 1, create the following:

1. A list of potential companies to research (at least five companies per student)
2. A list of possible resources for gathering information
3. A plan for how your team will divide the work

## Part 2. Local Company Research

Gather the following information about each company you have chosen to research:

1. Name of company
2. Location (mailing address)
3. Web site address

4. Primary product or service
5. Number of employees
6. Industry cluster
7. Tools and/or technology used
8. Accessibility by public transportation
9. Community contributions
10. Any additional information you find interesting or important

To find basic company information, refer to the **Local Company Database Project Resources** on the **Ford PAS Web site**.



Note: In Activity 5, you'll explore the ways in which local companies form connections with the community. You may want to wait until then to research and add to your database any information you find about your companies' community contributions.

With your team, discuss and list different types of "additional information" that might be useful or interesting to add to the database.

### Part 3. Enter Local Company Data

Refer to **Using a Database** on pages 39–41 and follow the steps to create a team database file and enter data.

Note: Once all of the teams have entered data about the companies they researched, the records need to be merged to create a Local Company Database for the entire class.

### Part 4. Query<sup>1</sup> Your Data

Now you have a substantial database of companies in your community. At any time, you can add or delete companies from this database. You can also add, change, or delete information within individual company records. For example, if the company moves or the number of employees substantially increases or decreases, you could go into that company record and change the data.

Take some time to explore each query provided with the database. What kinds of information can you learn about the companies in your community?

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<sup>1</sup> "Query" is a word used by Microsoft® Access software. However, your software might use a different term, such as "search." If so, throughout this activity, whenever you see the word "query," just think "search" (or whatever the appropriate word is) instead.

The queries provided are based on only one or two fields of information. To answer more specific questions, you might need to combine one or two simple queries. Use the available queries in the database to try to answer the following questions:

1. Within your community, are particular types of technology more prevalent in some industry clusters than others?
2. What percentage of companies within your Local Company Database employ fewer than 50 people?
3. What is the most common form of technology used by companies in your community?
4. What are the main categories of products offered by companies in your community?
5. What are the main categories of services offered by companies in your community?

Record your answers on a separate sheet of paper. For each answer, also respond to one of the following questions:

1. Who might use this information and for what purpose?
2. Why do you think the information is interesting?

Next, generate your own list of 5–10 questions that can be answered using the available queries. Think about queries that will produce useful information, and write down for whom you think the information might be useful.