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Focus On

Aroq offers portals for consumer sectors,
and Company Dossier UK

Focus On - Aroq

By Pam Foster



"Aroq reports and interprets each specific sector's key events and trends, publishing up to 20 major stories, articles and features each working day."

"Aroq has adopted an interesting business model. Plenty of free information is available for registered users, supported by online advertising."

Aroq: portals for the auto, food, drinks and apparel sectors

Introducing Aroq

Aroq provides portals for the automotive, food, drinks, and textiles, clothing and footwear sectors. Four products are available:

- just-auto <http://www.just-auto.com/>
- just-drinks <http://www.just-drinks.com/>
- just-food <http://www.just-food.com/>
- just-style <http://www.just-style.com/>.

As well as providing access to Aroq's own research, each product also offers access to news, articles, interviews, *Company Profiles*, *Management Briefings*, email newsletters, other publishers' market research, jobs, forums, and a range of online advertising. Aroq reports and interprets each specific sector's key events and trends, publishing up to 20 major stories, articles and features each working day. Each product provides access to the portfolios of many other leading publishers such as Datamonitor, Euromonitor and Mintel.

Two types of access are available for all four products – Registered users and Membership. The latter obviously offers a number of advantages over the former and we shall consider these in the course of the review.

According to figures supplied by Aroq, *just-auto* is its most popular product, claiming 107,000 unique visitors each month. *just-auto* is followed by *just-style* with 93,000 unique visitors each month, followed by *just-food* and *just-drinks*, which respectively attract 75,000 and 67,000 unique visitors each month.

Aroq's business model

Aroq has adopted an interesting business model. Plenty of free information is available for registered users, supported by online advertising. Full members pay a subscription to access further content (please see the Membership and costs section below for further information).

As well as providing a platform for its own news analysis and research, Aroq also acts as an aggregator for market research reports. All four portals provide access to research compiled by some of the best known publishers in their respective sectors. All research reports can be purchased by credit card or invoice.

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Focus On - VIP's View - Aroq

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✓ Aroq provides a range of services for four major sectors – automotive; food; drink; and textiles, clothing and footwear. Each sector-specific portal provides a mix of research, news analysis and comment, company profiles, briefings, forums, blogs, jobs, industry announcements, and more all in one convenient place.

✓ Aroq is a major publisher of market research within the four industries covered. Its research is authoritative and current. The value of its news items lies in the fact that the content isn't simply replicated from news sources, rather each item is prepared by Aroq editors who are experts in the field. Its Company Profiles and Management Briefings are current and detailed.

✓ Aroq has adopted an interesting business model. As well as providing a platform for its own news analysis and research, it also acts as an aggregator for market research reports from well known publishers worldwide. Aroq offers different types of subscription packages. One option enables users to purchase Aroq's and other publishers' research by credit card or invoice. Plenty of free information is available for registered users. Online advertising is a feature of each of the portals. Customised corporate subscriptions offer access to Aroq's and third party research portfolios as part of the corporate memberships.

✓ Good use of article tags, related news, related research and sector news options enable users to link to related data very quickly and easily. Continually updated blogs, compiled by industry experts, provide valuable comment and opinion. Added value is provided via forums, which enable members and users to contribute comment about articles and news items. Aroq is one of the few publishers to provide social linking to the likes of Digg This!, Reddit and del.icio.us.

✓ RSS feeds are available for many of the services, ensuring that users receive current items in a convenient and timely format. There are good options for setting up alerts and receiving electronic newsletters.

✓ Price and satisfaction guarantees are available for all research. If a customer can provide proof of the same product available cheaper elsewhere Aroq says that it will do its best to match the price. Similarly, if a customer lets Aroq know that they are dissatisfied with their purchase within five working days and the problem is unresolved, then a refund is offered.

✘ For users who subscribe to more than one portal, it would be useful to be able to link from one to another. We only discovered the Factsheets by chance – they're very useful and ought to be given more prominence.



Premium reviews and analysis
for premium content users

This review originally appeared in VIP Issue No. 47, October 2007, and was accurate as of that time. For more information, contact Aroq via:

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"Aroq also publishes a large number of forecast reports, including data up to 2014."

As described above, all research is also available on a subscription basis via the corporate membership option.

Aroq research reports

Aroq publishes its own range of research reports in each of the four sectors – automotives, food, drink, and textiles, clothing and footwear. Reports provide individual country, regional and global coverage. An *Intelligence Set* series of reports reviews global issues and includes relevant company profiles. Aroq also publishes a large number of forecast reports, including data up to 2014. Figure 1 displays the titles of some of the 112 research reports available to *just-auto* users.

Aroq Company Profiles

As can be seen from the publisher table above, Aroq also publishes *Company Profiles*. Each *Profile* follows a consistent format comprising:

- Company Dossier – a series of 'grab pages' summarising the main chapters of the profile
- Worldwide Locations – details the company structure from head office down. Tables list key locations worldwide, plus available details on employee numbers
- Financial Analysis – provides a review of the financial strategy of the company as recorded in public statements and reports, followed by an analysis of the accounts for the last five years. It includes commentary offering our opinion on how the company has performed



Figure 1

Focus On - Aroq

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"The interface for all four products follows a standardised format,"

- Competitor Analysis – offers Aroq's review of how the company is performing against its key competitors
- Key Events – details the major events that have affected the company, running right up to recent news
- SWOT Analysis – provides Aroq's proprietary SWOT analysis, which offers a snapshot 'barometer' for the company, detailing its key strengths, weaknesses, opportunities and threats
- Customers – provides commentary and pie charts detailing % share of sales by region for the company
- Products and Product Development – provides commentary and pie charts detailing % share of sales by product group for the company
- Prospects – provides a summary of Aroq's predictions for the company's short-term future outlook.

Company Profiles are updated every four months and are, therefore, very current. Of the 112 listed, the oldest dates back to March 2007, with the majority dated July 2007.

Available in a PDF format, each *Company Profile* costs £55/€79.21/\$112.75 for a single-user licence or £155/€223.21/\$317.75 for a multi-user licence. The multi-user licence allows a company to internally distribute the report to any employee worldwide. This includes permission to add the report to an intranet.

Aroq Management Briefings

Every month, Aroq publishes a *Management Briefing* for each of the four products. *Briefings* cover important current issues in each of the sectors. *Recent Briefings* available for *just-food*, for example, include: *The fight to conclude the DOHA Development Round*

(September 2007; 21 pages); *Food Security* (August 2007; 23 pages); *Global market review of fairtrade and ethical food – forecasts to 2012* (July 2007; 38 pages); and *Nanotechnology in the food industry* (June 2007; 24 pages).

Management Briefings are free to download (PDF) for members; non-members can purchase individual *Briefings* by credit card or invoice. All *Briefings* cost £177/€254.90/\$362.85 each.

Interface and content

The interface for all four products follows a standardised format, although each is customised to some extent. Options and tools are very similar, but some are unique to the individual product. For the purposes of this review we shall describe the *just-auto* interface and content in some depth, but will also consider the unique characteristics of each of the other three portals.

just-auto

Figure 2 displays part of the *just-auto* opening page. Accessing the data is easy as all options are clearly displayed across the top of the page – Search; News; Research; Briefings; Blog; PLDB (*Production Life Database*); Membership; Jobs; Forums; Email Alerts; Your Account. The majority of these options are available for each of the four products; some options – such as the *Production Life Database* – are unique to *just-auto*.

Scrolling down the page reveals a series of tabs, enabling the user to instantly access different types of research and information. The *just-auto* tabs are:

- Latest news & comment
- News by sector
- Reports in focus
- Hot Topic
- Latest forum discussion

"Every month, Aroq publishes a Management Briefing for each of the four products."

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Figure 2

- Free member's Briefing
- Dave's Blog
- Latest jobs
- Latest industry announcements
- Latest events
- Product Life Database.

We'll take a look at each of these tabs in turn. Although the comments below relate to the *just-auto* portal, it should be remembered that the type of content and functionality described is very similar across all four portals.

Latest news and comment

A six-year news archive is available. News items are arranged in date order with options to sort the items by month and year, dating back to 2001. At 9.30 am (UK time) on a Monday morning there were three items already available. Their value lies in the fact that the content isn't simply replicated from news sources, rather each item is prepared by Aroq editors who are experts in the field.

"Their value lies in the fact that the content isn't simply replicated from news sources, rather each item is prepared by Aroq editors who are experts in the field."

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Within the text of an article, certain terms (eg, Citroen, suspension) are hyperlinked enabling users to easily retrieve the latest news articles on that term. All hyperlinked terms are also listed as Article tags at the end of the article, once again making it a simple task to retrieve items on a selected tag. Figure 3 displays the tags at the end of an item on *Emerging Markets Analysis*. Clicking on any of these tags automatically retrieves relevant items on that term.

Article tags: [BMW](#), [Toyota](#), [Mitsubishi](#), [Tyres](#), [Hyundai](#), [Volkswagen](#), [Ford](#), [dealer](#), [Continental](#), [diesel](#), [Kia](#), [Chevrolet](#), [Nissan](#)

Figure 3

Aroq makes it as easy as possible for users to retrieve data related to the content of an article, via Related News, Related Research and Sector News options. Added value is provided via a series of social links to Digg This!, Reddit and del.icio.us. Aroq is one of the few publishers who is taking advantage of Web 2.0 in this way.

A series of Article Tools provide the following options: Change font size; Comment; Print; Email a colleague; and RSS feed. The ability to add comments is a definite plus as it enables other experts in the field to have their say, thus providing more value for the user.

The full text of news and comment items is available for members only. Non-members can view titles and a brief article summary.

News by sector

For more specific automotive news, users can go directly to the News by sector section and select an appropriate subject heading. For the automotive market, the headings are:

- Aftermarket
- Commercial vehicles
- Components
- Emerging markets
- Environment

- Financial
- Retailing, marketing & distribution
- Service Suppliers/Supply Chain
- Technology/R&D
- Vehicle manufacturers
- Vehicle markets.

A simple search box enables you to search by keyword, month and year.

Reports in Focus

Reports in Focus provides a list of the most recent reports published by Aroq and other market research publishers. Information about the report is provided, including a Table of Contents, together with the opportunity to purchase the report by credit card or invoice. Reports are priced variously. Prices can be displayed in Euros, Sterling or Dollars.

The individual publishers and their respective number of reports available on *just-auto* are as follows:

Publisher	Number of reports
About Publishing Group	11
Access Asia	3
Autelligence	9
Automotive World	63
B&M Analysts UK	3
Barnes	18
BizMiner	38
Business Monitor International (BMI)	86
CIRP University of Ottawa	4
Daedal Research	5
Datamonitor	497
Freedonia Group	57
Frost and Sullivan	13
Global Color Research Limited	2
IBISWorld	176

"... it enables other experts in the field to have their say, thus providing more value for the user."

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ISA World – International Strategic Analysis	141
Japan Automotive Digest	6
just-auto.com Profiles	112
just-auto.com/About Publishing	2
just-auto.com	112
Key Note	4
Koncept Analytics	1
Packaged Facts	3
Plimsoll Publishing	63
RNCOS	13
RocSearch Ltd	2
SMMT	1
Style-Vision	4
Supplier Business	36
Supplier Relations	16
Trend Tracker	6
Yole Developpement	4

“These represent some of the world's best known market research publishers.”

These represent some of the world's best known market research publishers. Many publish research on multiple sectors, while others restrict their research to the automotive sector. Datamonitor publishes the most reports on *just-auto*, followed by IBISWorld and ISA World – International Strategic Analysis.

Aroq's own research looks to be very current. In the third week of September 2007, there were 112 reports available dating back to March 2004. Six reports were dated September 2007, four were dated August 2007 and seven were dated July 2007.

A description and Table of Contents is available for each report, as is a Help option, which enables you to

The screenshot displays a web application interface for a report. The main content area shows the title "The Chinese Automotive Components Industry PLUS The Indian Automotive Components Industry – forecasts to 2014" and a detailed table of contents for "The Chinese Automotive Components Report (published September 2007)". The table of contents includes chapters on the Chinese automotive market, size and scale of the industry, international trade, and Chinese suppliers. The right-hand sidebar contains contact information, customer guarantees (Price and Satisfaction), product details (Price: \$1537.52 to \$1148.00, Adobe PDF), and an "Add to cart" button.

Figure 4

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contact the publisher with any queries. Samples are also available for Aroq reports.

Figure 4 displays part of the Table of Contents for a *just-auto* report, *The Chinese Automotive Components Industry – forecasts to 2014*. The report comprises nine chapters and includes lots of tabular data.

Hot Topic

As its title suggests, the Hot Topic section offers items dealing with current and important issues, prepared by the *just-auto* editorial team. The top item, for example, which is dated 19 September 2007, looks at the emerging auto market in China – *Emerging markets analysis: Chinese at Frankfurt: Brilliance shines, while the 'Automotive Aldi' draws flak*. Hot Topic items have all the functionality associated with news items, as described above.

Latest forum discussion

One of the many advantages associated with the Aroq products is their interactivity. Forums enable members and users to contribute comment about articles and news items. There are 1,905 discussions currently available (24 September 2007) in *just-auto*, sorted by most recent. There are useful pointers to the most recent and most active topics. A search box enables you to look for specific items.

Free Member's Briefing

just-auto members can access and download (PDF format) free *Management Briefings*. Published monthly, *Briefings* date back to January 2003. Recent examples include: *The South African automotive industry* (September 2007); *Review of the top 20 global automotive engine families* (August 2007); and *An analysis of the top global automotive manufacturing platforms* (July 2007). *Management Briefings* look to

"One of the many advantages associated with the Aroq products is their interactivity."

"... users can be reassured that this blog is compiled by an industry expert."

be content rich. *The South African automotive industry* report, for example, is 23 pages long.

There is no search option available; users need to scroll through the titles to locate an appropriate *Briefing*. Aroq assures us that a search option will be available by January 2008.

Dave's Blog

David Leggett, Aroq's Director of Automotive Services, writes a blog on the global automotive industry, key events, people and his own daily experiences. Blogs are useful as they provide comment and opinion but their usefulness is dependent on the experience of the author. *just-auto* users can be reassured that this blog is compiled by an industry expert. Blogs are also dependent on continuity. Often a blog will start off well but its usefulness quickly diminishes as the creator loses interest. Dave's Blog is current with entries posted several times a week.

There are useful links to related *just-auto* items and company press releases, etc. Users can also add comments which add to the richness of the blog comment. Aroq makes it easy for its users to share comments, as well as create permanent links to individual comments.

Latest jobs

The *just-auto Recruitment Service* lists the latest auto industry jobs from around the world. On 24 September 2007, about 20 job advertisements were available. A search option enables you to find relevant posts.

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Latest industry announcements

Latest industry announcements include press releases, company results, etc from companies in the automotive sector. Strangely, the archive, which dates back to 2001, is very full, but only one announcement is available for the whole of 2007 to date. Aroq acknowledges that there's a problem with this section of the service and that it is currently being investigated.

Latest events

The Latest events tab lists forthcoming conferences, symposia, trade initiatives, etc up to September 2008. A search box enables you to search for events by keyword, month and year. Direct links are provided to the organisers' websites.

Production Life Database

Unique to *just-auto*, the *Production Life Database (PLDB)* lists 1,884 current and future global models from 137 OEM groups, spread across 211 brands, with data for 63 vehicles having been checked or revised in the last month. Its global approach means that the recent restyle and new engines for the Kia Lotze in South Korea, for example, instantly led to an updated entry for the US market's 2008 Kia Optima.

Simply searching by '2008' in the Model field reveals the details of all vehicles already updated ahead of the new model year.

For each model, *PLDB* provides:

- Vehicle code name
- Plant and country of manufacture
- Start of production date
- End of production date
- Platform name
- Wheelbase in mm or inches
- Drive configuration (FWD, RWD, 4WD)
- Next product action, such as new model variants, new engines, facelifts
- Textual analysis in the 'comments' field.

Unlimited access to *PLDB* costs £600 per year, for a single user. For two users and upwards, discounted multi-user access is available.

Tools for Searching

As well as accessing content by the tabulated sections of each portal's home page, users can also use the tools located across the top of the page.

Search offers keyword searching across the research collection. Reports can be displayed in various currencies – €, £ or \$.

Advanced Search provides options for more specific searching:

- All of these words
- Any of these words
- The exact phrase
- None of these words
- Occurrences – in All Fields; or Title Only
- In – All Categories; Automotive Components; Consumer & Trend Analysis; Company information & Profiles; Passenger Vehicles & Cars; Light Commercial Vehicles; Heavy Commercial Vehicles; Country & Regional Profiles; Aftermarket & Parts; Electronics & Telematics; Vehicle & Fuel Technology; Vehicle Finance & Retail; E-Commerce & IT; Statistics & Data; Miscellaneous; Leasing & Rental; Motorcycles; and Accident, Repair & Bodyshop
- For – All Suppliers; individual suppliers – please see publisher table above for a complete list of *just-auto* suppliers.

Unfortunately, there are no options for restricting the search by date.

"Simply searching by '2008' in the Model field reveals the details of all vehicles already updated ahead of the new model year."

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Searching for Research on just-auto

As well as providing options for searching for reports, Research also highlights best-selling reports, recent research, etc. The options are:

- Recent Top Reports – lists recent reports from all publishers
- Find Research by Supplier (see publisher table above for list of individual suppliers)
- Find Research by Category (see search menu above for list of options)
- Latest Research – lists most recent reports published by Aroq
- Best sellers – Lists top selling reports
- Latest Offers – lists reports for which there are money-off prices.

Searching for Briefings on just-auto

A Briefings option provides access to the portfolio of *Management Briefings*. Titles are categorised by Year and month so it's easy to see, for example, all those Briefings that have been published this year or in 2006, for example.

Factsheets

Hidden down at the bottom of the screen is a link to Factsheets. These provide very useful overviews of suppliers, together with links to related news and research items. It's a pity that they aren't given more prominence as they offer a brief overview of a company and its history, together with a list of its brands.

just-drinks

just-drinks offers more or less the same tab and search options as described for *just-autos*. Obviously there are some differences which are highlighted below. The *just-drinks* home page provides access to the following tabs:

- Latest news & comment
- News by sector
- Reports in focus
- Hot Topic
- Latest forum discussion
- Free member's Briefing
- Olly's Blog
- Latest jobs
- Latest industry announcements
- Latest events.

This time the blog is compiled by Olly Wehring, Editor of *just-drinks*.

Research reports on just-drinks

Once again, research is available from various other publishers besides Aroq. The number of reports that can be purchased is displayed in the Publisher table below:

Publisher	Number of reports
Access Asia	22
Barnes	16
BizMiner	11
Business Insights	29
Business Monitor International (BMI)	125
Canadean	551
Daedal Research	3
Datamonitor	783
Euromonitor	1,203
Food For Thought FFT	1
Freedonia Group	21
IBISWorld	90
IMES Consulting	43
ISA World – International	
Strategic Analysis	140
just-drinks.com Profiles	32
just-drinks.com	76
Key Note	2

"It's a pity that they aren't given more prominence as they offer a brief overview of a company and its history, together with a list of its brands."

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Publisher	Number of reports
Leatherhead Food International	2
Mintel International Group	182
New Nutrition Business	10
Organic Monitor	15
Packaged Facts	15
Plimsoll Publishing	37
PMR	4
RNCOS	6
RocSearch	1
Supplier Relations	8
Technomic	1
The Hartman Group	5
The Wine and Spirit Trade Association	1
Through the Loop	30
Verdict	25
Wine Intelligence	7
Zenith International	18

Euromonitor offers the most reports, followed by Datamonitor and Canadean, a specialist beverage research company.

Searching for news on just-drinks

Just as we commented in the *just-auto* section above, news is displayed in date order. More specific news can easily be retrieved by using the *just-drinks* sector-specific search options:

- Beer
- Soft Drinks
- Spirits
- Water
- Wine.

Searching for research on just-drinks

Each portal offers specific categories for easily locating relevant items. The sector-specific categories on *just-drinks* are:

- Retail
- Beer
- Dairy

"This is searching at its easiest with users simply clicking on a relevant category to retrieve items of interest. sector, government officials and academics."

- Soft Drinks – Carbonated
- Soft Drinks – Still
- Spirits
- Wine
- Consumer and Trend Analysis
- Healthy/Functional/Alternative Drinks
- Company Information and Profiles
- Country and Regional Profiles
- E-commerce and IT
- Statistics and Data
- Miscellaneous
- Business Management
- Marketing and Branding
- Other Drinks Sectors
- New Product Innovations
- Drinks Packaging
- Hot Drinks
- Latest Research.

Figure 5 displays the first of 381 research records on 'Beer'. Note the currency of the records – all dated August 2007.

This is searching at its easiest with users simply clicking on a relevant category to retrieve items of interest.

just-food

The *just-food* portal home page provides the familiar tabs, making it very easy to access the different types of content. The tabs are:

- Latest news & comment
- News by sector
- Reports in focus
- Hot Topic
- Latest forum discussion
- Free member's Briefing
- Dean's Blog

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Figure 5

- Latest jobs
- Latest industry announcements
- Latest events.

Once again, there's a regularly updated blog, this time compiled by Dean Best, Acting Editor, *just-food*. It offers all the functionality described in the *just-auto* section above.

Research reports on just-food

As well as research reports authored by Aroq, *just-food* offers users the opportunity to purchase research from other well known publishers. The number of reports from each is as follows:

Publisher	Number of reports
Access Asia	49
Barnes	18
BizMiner	99
Business Insights	33
Business Monitor International (BMI)	121
Chilled Food Association	2
Daedal Research	5
Datamonitor	1,511
Euromonitor	1,576
Food For Thought FFT	9
Food Technology Intelligence	12
Fredonia Group	38
Frost and Sullivan	1
IBISWorld	296

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Publisher	Number of reports
IMES Consulting	34
ISA World – International Strategic Analysis	140
just-food.com Profiles	31
just-food.com	63
Key Note	21
Koncept Analytics	1
Leatherhead Food International	26
Mintel International Group	429
New Nutrition Business	22
Organic Monitor	12
Packaged Facts	59
Plimsoll Publishing Ltd	101
PMR	3
Proteus Insight	49
RNCOS	19
RocSearch	2
RTS Resource	1
Style-Vision	4
Supplier Relations	35
Technomic	11
The Hartman Group	17
Through the Loop	59
Valen Group	1
Verdict	54

Euromonitor and Datamonitor provide the largest number of reports, followed by Mintel and IBISWorld.

Searching for news on just-food

The *just-food* home page offers several unique sectors for retrieving food industry-specific news. These are:

- Company news
- Health and science
- Policy and legislation
- Product news
- Trends.

Grouping together the news by category makes it very simple for the user to retrieve items of specific interest. Selecting 'Company news', for example, retrieves a list of the latest titles. Each item is allocated a country field as well as a title, enabling users to see immediately which country any item covers.

"Each item is allocated a country field as well as a title, enabling users to see immediately which country any item covers."

Specific searching can also be carried out via Advanced search.

Figure 6 displays the Advanced *just-food* search screen containing input for a search for News and Comment items containing the words 'baby' and 'organic', published in the last two months. Eight items are retrieved, the first four of which are displayed.

Searching for research on just-food

As we noted previously, although each of the portals provide similar options for locating relevant research, the individual industry categories are unique to each. Categories available on *just-food* are:

- Retail
- Dairy
- Bakery
- Beverages
- Confectionery
- Consumer and Trend Analysis
- Farming and Agriculture
- Ingredients
- Food Service/Catering
- Fruit and Vegetables
- Meat and Poultry
- Packaged/Canned Food
- Snack/Convenience Food
- Healthy/Functional Foods
- Organic Food
- Food Safety/Legal
- Seafood
- Company Information and Profiles
- Country and Regional Profiles
- E-commerce and IT
- Statistics and Data
- Miscellaneous
- Business Management
- Marketing and Branding
- Frozen Food
- Baby/Children's Food
- Food Packaging.

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Figure 6

This wide ranging list of categories provides a flavour of the fullness of the *just-food* portal.

just-style

Just style provides research and news on textiles, clothing and footwear. The *just-style* portal offers

- Latest news & comment
- News by sector
- Reports in focus
- Hot Topic
- Latest forum discussion
- Free member's Briefing
- Leonie's Blog
- Latest jobs
- Latest industry announcements
- Latest events.

This time the blog is compiled by *just-style's* Editor, Leonie Barrie.

Research reports on just-style

Aroq authors 47 research reports on the textile, clothing and footwear industries, plus 31 *Company Profiles*. Reports from a number of general market research and sector-specific research publishers are also available to purchase on *just-style*. The publishers and their respective number of reports are:

"This wide ranging list of categories provides a flavour of the fullness of the just-food portal."

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-- continues --

Publisher	Number of reports
About Publishing Group	4
Access Asia	10
Barnes	16
BizMiner	55
Clothesource	8
Daedal Research	11
Datamonitor	271
Freedonia Group	16
Global Color Research Limited	2
IBISWorld	121
ISA World – International	
Strategic Analysis	140
just-style.com	47
just-style.com Profiles	31
Key Note	5
Koncept Analytics	10
Mintel International Group	133
Organic Monitor	8
Packaged Facts	16
Plimsoll Publishing	59
PMR	4
RNCOS	7
RocSearch	5
Style-Vision	11
Supplier Relations	39
Technical Textiles	3
Textiles Intelligence	169
Verdict	77

Datamonitor publishes the largest number of reports, followed by Textiles Intelligence and ISA World – International Strategic Analysis.

Searching for News on just-style

From the home page, *just-style* users can easily locate recent and archival news on:

- Apparel
- Fibres & Fabrics
- Finance
- Footwear
- Manufacturing
- Retail
- Technology
- Trade.

Searching for Research on just-style

The *just-style* Research page offers a number of categories for locating more specific research. These are:

- Childrenswear
- Footwear
- Menswear
- Sportswear
- Consumer and Trend Analysis
- Company Information and Profiles
- Country and Regional Profiles
- E-commerce and IT
- Statistics and Data
- Miscellaneous
- Clothing Retailing
- Ladieswear
- Other Clothing Sectors
- Textiles, Fabrics and Yarn
- Business Management
- Marketing and Branding.

Factsheets on just-style

The usefulness of Factsheets is mentioned earlier in the review. They provide an overview of individual suppliers and are available for both large and medium-sized companies.

Figure 7 shows part of a factsheet for Giorgio Armani. Note that it includes brand names such as Armani Jeans, Emporio Armani, etc and a link to the company's website. Note also that there are easy links to the latest news and research items covering this company.

As we previously noted, we think it's a pity that these Factsheets aren't given greater prominence as they're useful for providing a quick description of a company, and gathering together related content on that company.

"They provide an overview of individual suppliers and are available for both large and medium-sized companies."

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-- continues --



Figure 7

Help and user support

No online help is available on any of the portals. The services are so easy to use that it isn't really required. However, Aroq is planning to add a FAQ section fairly soon. Users can contact Aroq and other research publishers via a contact form.

RSS feeds

Aroq recognises the importance and convenience of RSS feeds, and makes the following feeds available on

"Aroq recognises the importance and convenience of RSS feeds"

all four portals:

- News and comment
- Blogs
- Market research
- Jobs
- Discussion forum posts.

Email Alerts

Good alerting services are available on all four portals. The Create Alert profile page enables users to set up customised alerts that can be delivered in a variety of formats – HTML newsletter; Text newsletter; or RSS feed. Alerts are delivered on a daily or weekly basis.

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"Registered users pay nothing to access restricted content and receive some alerts."

Newsletters

Three free electronic newsletters are available, in text and HTML formats, for all four services:

- Daily Headlines
- Weekly Highlights
- Research Update.

The *Daily Headlines* newsletter is available for registered users and full members, and is delivered morning, lunchtime, or in the afternoon.

Your Account

Your Account provides multiple options for managing members, orders, downloads and the like. Options are:

- Check outstanding/completed orders
- Access printable receipts
- Download purchased products
- View/modify account settings
- Check Member Status
- Check/modify email newsletter details
- Change your passwords.

Membership and costs

Aroq offers a two-tier service for each portal. Registered users pay nothing to access restricted content and receive some alerts. Members can access the full service and take advantage of all alerts and newsletters. The main differences are highlighted below:

	Registered user	Full membership
Access to all registered articles, marked [REG], including a six-year archive	✓	✓
Access to all member articles marked [MEM]. These include all global exclusives	✗	✓
Printable version of all articles	✗	✓
Personal research alerts for newly published research reports	✓	✓
Personal content alerts for new articles and blogs	✗	✓
Daily headlines newsletter	✓	✓
Weekly highlights newsletter	✓	✓
Research update newsletter	✓	✓
Set up and access personal library of research, data and analysis	✗	✓
5% discount on all research	✗	✓
A single user licence for each of the four services starts at £99/€155/\$195. Discounts apply for multi-user licences.		
All research reports are purchased, by credit card or invoice, on an individual basis. Aroq published reports are also available with global, internal multi-		

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user licences. Aroq says that it checks that its prices are the lowest online. But if you find the same product advertised online for less within five working days of purchase, it promises to match the price and give you three months free membership.

Aroq also provides a satisfaction guarantee which offers to replace the report or give you a full refund. This lowers the risk for research buyers as the guarantee even includes publishers who refuse to provide refunds.

When purchasing research, customers have personal access to Aroq's research team via telephone, email contact forms or instant chat. Any queries relating to Aroq published or third party research can be directed and answered by this team.

Aroq says that it can also negotiate discounts on multiple research purchases from the entire research store.

A corporate membership subscription provides access to all of Aroq's and other publishers' research. The sites can be customised with the company's logo and other features.

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"This lowers the risk for research buyers as the guarantee even includes publishers who refuse to provide refunds."