

Quick Start: What's Hot

What's Hot

Ain't No Mountain High Enough
China is constructing a road to Mount Everest in preparation for the 2008 Beijing Olympics.

Reports

Retail Store Design - UK
"Even though the majority of people have the option to shop via the web, retailing will not die because people like to go shopping. It gives a break from the home, somewhere to go, meet friends and enjoy browsing things. Actually, choosing things to buy gives people enormous pleasure and the activity of shopping is one of the main leisure pastimes for many people."

- Wine Retailing - UK
- ISAs - UK
- Spa Tourism - International
- The Internet: Driving Volume at the Expense of Profit? - UK
- Access Control (Industrial Report) - UK
- Architectural Ironmongery (Industrial Report) - UK
- CCTV (Industrial Report) - UK
- Concrete and Concrete Products (Industrial Report) - UK
- Electricity Supply and Distribution (Industrial Report) - UK
- Gas Supply and Distribution (Industrial Report) - UK
- House Building (Industrial Report) - UK
- Mechanical and Electrical Contracting (Industrial Report) - UK

Student leisure moving upmarket
Higher standards of consumer living are filtering through into student life.

Eating Out Review - UK
"With pubs now even serving coffee shop-style offers, and coffee shops offering an increasing range of food, there seems to be an increasingly blurred line between certain restaurant formats."

Customise What's Hot

A major new feature of Mintel Oxygen is **What's Hot**. This section brings you the views of Mintel's analyst team about issues in various markets as they happen.

1. Choose an individual **What's Hot** item. This will take you through to a larger opinion piece with links to related reports.

The most recently published **What's Hot** item is positioned at the top of the page with other recent items to the right-hand side. Previous articles are indicated by headings lower down on the left-hand side.

There are also **What's Hot** sector homepages which contain all of the recent items relating to that sector.

What's Hot in Leisure

Student leisure moving upmarket
Higher standards of consumer living are filtering through into student life.
Matt King - Senior Leisure Analyst

Reports

Eating Out Review - UK
"With pubs now even serving coffee shop-style offers, and coffee shops offering an increasing range of food, there seems to be an increasingly blurred line between certain restaurant formats."

Customise What's Hot

Select the categories you want to see in your customised 'What's Hot' page:

- Banking
- Convenience Foods
- Drinks
- Eating Out
- Economy and Lifestyles
- Electrical and Technology
- Fashion
- Health and Beauty
- Health and Wellbeing Foods
- Household Goods
- Indulgence Foods
- Insurance
- Leisure
- Pensions
- Retail
- Travel

all | none
save changes

3. To limit your **What's Hot** page to specific sectors, click on **Customise What's Hot**. This will allow you to tick/untick your preferences.

You will need to be signed into your profile in order to be able to use this function

2. Click below the individual **What's Hot** article to take you to the sector homepage.



Quick Start: Viewing reports

Each report has its own homepage linking to relevant industry news and company information, allowing you to navigate through sections of the report as well as to other related reports and data.

1. Choose the section of the report that you wish to view (eg **Who's Innovating?**). Note: There are a number of new sections.

Mintel Oxygen website interface showing a report homepage for 'DVD Players - UK - May 2007'. The page includes a search bar, navigation menu, and various report sections like 'Who's Innovating?' and 'High definition future'.

Search specific report

PowerPoint presentation

Set as homepage

Market reports are now broken down into clear, easy to digest sections. You are able to export or bookmark each individual section.

Collapsible contents for quick navigation

Collapsible 'Report sections' menu with options: Contents, Issues in the Market, Fast Forward Trends, Market in Brief, Internal Market Environment, Broader Market Environment.

Links to company profiles

You are able to **bookmark** or **export** the particular section.

2. Click on **export**.
3. Select **export basket** from the main menu. All exported material is listed.

'Export Basket' interface showing a list of reports with checkboxes and download options.

By adding information to your export basket, you are essentially compiling a customised research document. You are able to select and download any/all of this information at any time.



Quick Start guide

Quick Start: Log in and create a profile

1. Click on your choice of **log in** at the top right of the main screen. Then enter your username and password into the dialogue box and confirm.

Please note, this may be automatic in some institutions.

If you are unsure how to log in, please contact your librarian for details of how to access Mintel Oxygen.

2. You will be presented with Academic Terms and Conditions.

Click on **I Agree** at the bottom of the screen to take you through to Mintel Oxygen.

You will be defaulted the the reports homepage.

3. To create a profile select on **my info** from top menu.
4. Click on **create a personal profile**.

3. Enter your email address, your name, and a Profile Password of your choice. Confirm and select **create profile**.

You will be taken to your profile homepage (**My Profile Info**). This displays a continual log of your activity on the site allowing you to access and maintain your preferences. (See back page.)

4. Choose **my info** from the main menu to return to your personal homepage. Select **profile info** from the main sub-menu. You can now view, edit and re-visit all of your previous activity on the Mintel Oxygen website.

Profile History (Last 50 items looked at)

Exported material

By using your **profile info** as a base for your Mintel Oxygen use, you can build a comprehensive research source, centred around your own requirements.

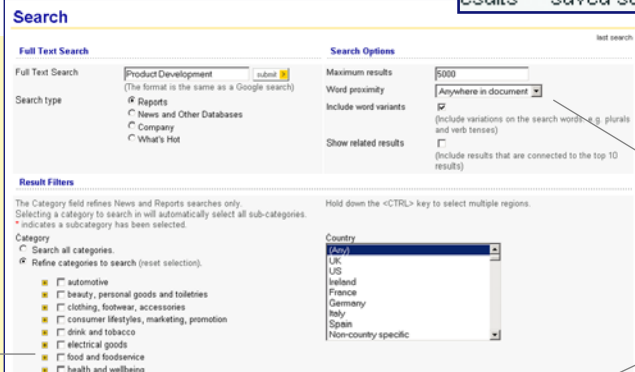
MINTEL oxygen

Quick Start: Searching/Saving search criteria

1. For a general search, enter your chosen terms in the **Quick Search** box above the main menu on the right of the screen.



2. For more complex options, choose **advanced search** from the main menu.



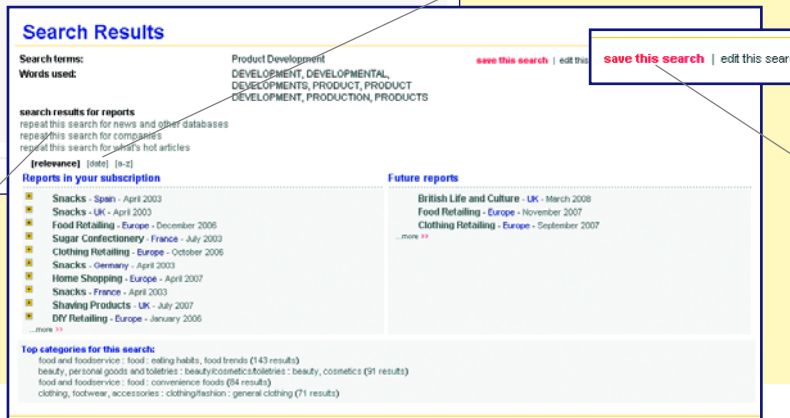
3. Run a **Full Text Search** or select by category and country to create a more specific set of results.

You can adjust your results in a number of ways by using the dropdown menus.

You now have the opportunity to view the results in a number of ways.

Report categories

You can also repeat this search for **news and other databases, companies and What's Hot** articles.

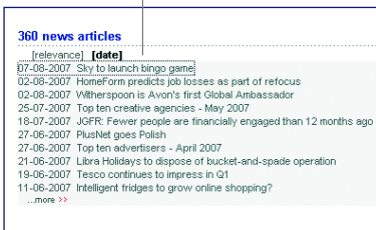


4. Select **save this search** to save the new search to your profile.

Simply click on any individual report title to view.

5. Run a new search and choose **News** as your search type.

6. Select a news article.



Each article contains links to related reports and company profiles. Note that an additional search box allows you to continue your enquiry on **Google** with pre-defined (but changeable) related keywords. The results will launch in a new browser window.

3. Click on a **Company Profile** to view.

Each **Company Profile** is itself a separate homepage comprising all relevant Mintel Oxygen data.

