

Gale Business Insights: Essentials

Finding the NACIS code for a company

1. Go to the Gale Business Insights: Essentials database. The link is located on the library's Research Databases page.

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Gale Academic OneFile [🔗](#) [📄](#)

Gale OneFile provides what 21st-century researchers expect: instant access to complete, up-to-date content. Put the world's leading journals and reference sources at your users' fingertips, with easy-to-use features and unique search tools enabling discovery.

Gale Books and Authors [🔗](#) [📄](#)

Gale Books and Authors is a reader's advisory database that makes finding a great read much less challenging. With fun ways to browse, an intuitive design, read-alikes, reviews, award winners and themed booklists, and more this resource answers the age-old question, "What do I read next?"

Gale Business - Entrepreneurship [🔗](#) [📄](#)

Alternative Name(s) & Keywords: (formerly, Small Business Resource Center)

Gale Business: Entrepreneurship is a comprehensive database that covers all aspects of starting and operating a business, including accounting, finance, human resources, management, marketing, tax, and more. It combines authoritative periodical and reference content to support prospective and current entrepreneurs as well as business students.

Gale Business Insights: Essentials [🔗](#) [📄](#)

Research and analyze companies and industries around the world. Featuring the content you need to explore a global business landscape.

Gale Ebooks [🔗](#) [📄](#)

Alternative Name(s) & Keywords: (formerly, Gale Virtual Reference Library)

Gale eBooks is a database of encyclopedias and specialized reference sources for multidisciplinary research. These reference materials once were accessible only in the library, but now you can access them online from the library or remotely 24/7.

2. Once in the database, search for your company (e.g. Nike).

GALE BUSINESS INSIGHTS: ESSENTIALS

Research. Analyze. Interpret. Understand.

Home Companies Industries Comparison Charts Glossary Saved Items (0) Search History

Company

Full Text Only [Advanced Search](#)

3. On your results list, find the entry for your company and click the main link.

The screenshot shows the search results for 'nike'. A blue arrow points to the main entry for 'Nike, Inc. (NKE)'. The page includes a search bar at the top with the text 'Enter name or ticker symbol', a dropdown menu for 'Company', and a 'Search' button. Below the search bar is a navigation menu with options like 'Home', 'Companies', 'Industries', 'Comparison Charts', 'Glossary', 'Saved Items (0)', and 'Search History'. The search results are displayed under the heading 'You searched for: nike'. The first result is 'Nike, Inc. (NKE)', which is highlighted with a blue star. A blue arrow points to this result. The second result is 'Nike European Operations Netherlands B.V.', also highlighted with a blue star. The page also shows filters for 'Full Text Only' and 'Company', and a note 'Displaying 1 - 34 of 34'.

4. On the next screen, you should see the main entry for your company. There will be information providing the primary industry NAICS. For Nike, the code is 316210 Footwear Manufacturing.

The screenshot shows the main entry page for 'Nike, Inc.' on the Gale Business Insights: Essentials website. The page includes a search bar at the top with the text 'Enter name or ticker symbol', a dropdown menu for 'Company', and a 'Search' button. Below the search bar is a navigation menu with options like 'Home', 'Companies', 'Industries', 'Comparison Charts', 'Glossary', 'Saved Items (0)', and 'Search History'. The main content area is titled 'Nike, Inc.' and includes the NYSE ticker 'NKE', a link to 'View Company Hierarchy', and the website 'http://www.nike.com'. The page is divided into several sections: 'Key Information', 'Companies with Similar Revenue', and 'Industries'. The 'Industries' section is highlighted with a blue box and contains the following information:

Industries	NAICS Code
Footwear Manufacturing Primary Industry	316210
Women's, Girls', and Infants' Cut and Sew Apparel Manufacturing	315240
Shoe Stores	448210

5. If you select the link, Footwear Manufacturing, in the example above, you will see information about the industry. This includes information about competitors, annual revenues for the industry, and industry essays.

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Enter name or ticker symbol | Company | Search | Advanced Search

Home | Companies | Industries | Comparison Charts | Glossary | Saved Items (0) | Search History

Footwear Manufacturing

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Key Information	Top Companies	Revenue
Number of Companies: 53	Nike, Inc.	\$39,117,000,000
Employees: 229,239	Yue Yuen Industrial (Holdings) Limited	\$9,121,430,000
Annual Revenue: \$61,995,930,000	Puma SE	\$5,324,850,000
Sales Per Employee: \$270,442	Skechers USA Inc.	\$5,220,050,000
NAICS: 316210	DSI Holdings Ltd.	\$4,209,500,000

Industry Information:
Academic Journals
Associations
Magazines
Market Share Reports
Rankings
News
Trade Journals

Industry Essays

(Explore overview essays related to this industry)

- ★ [Footwear Manufacturing](#)
Industry overview *Encyclopedia of American Industries, 2018*
This industry comprises establishments primarily engaged in manufacturing footwear (except orthopedic extension footwear). Establishments primarily engaged in manufacturing orthopedic extension footwear are classified in ...
- ★ [Rubber Products, Fabricated](#)
Industry overview *Encyclopedia of Global Industries, 2019*
Fabricated rubber products include a diverse assortment of goods made from both natural and synthetic rubber. Important product categories include rubber belts and hoses, rubberized fabrics, rubber gaskets and seals, ...