

## BUSINESS BUZZ

### Market Share: Knowing Your Competition

Contributed by Jeff Lambert

Business Services Manager for the Riverside Public Library

Coke or Pepsi?  
 McDonalds or Burger King?  
 Bud Light or Miller Light?  
 Advil or Tylenol?  
 Nabisco or Keebler?\*

Decisions Decisions. Sorry no, the Riverside Public Library is not conducting a taste test, or giving away free samples! What I am referring to is one of the most common objectives used in business today - market share. Market share is a way for businesses to determine their competitive strength as compared to other companies in the same industry/sector. In other words, a company's sales expressed as a percentage of the sales for the total industry.

Market share plays a key role in the success of any business by allowing companies to adjust promotions and advertising, make product line and market decisions, and better plan its business, marketing, and sales activities. It also allows companies to accurately access their performance from year to year.

One of the most definitive sources for market share information is the "Market Share Reporter," which is an annual compilation of reported market share, data on companies, products, and services throughout the world. This is a unique and one-of-a-kind resource for ready reference, marketing research, economic analysis, planning and a host of other disciplines.

Entries in the Market Share Reporter fall into four broad categories: 1) Corporate market shares show the names of the companies that participate in an industry, produce a product or provide a service. 2) Institutional shares are like corporate shares but show the shares of other kinds of organizations, including states, regions, and not-for-profit organizations.

3) Brand market shares include categories such as the names of television programs, magazines or publishers imprints. 4) Product, commodity, service and facility shares feature a broad category (household appliances, etc), and shows how the category is subdivided into components. (Refrigerators, washing machines, etc) Each entry provides the source where the information is derived.

Local entries include the Riverside/San Bernardino/Ontario area being listed as a leader in the single multi-family house market (8th overall, 1st in California), with 11,738 permits from January-March, 2006. This directory also lists the top grocery stores in Riverside/San Bernardino. If you guessed Albertson's, Vons or Ralph's, guess again. It is Stater Bros. Market, which owns 31.69 percent of the market!

This wonderful reference source is available in our library. Check it out!

\* Market share winners listed at bottom of article.

Upcoming Workshops: (All located in the Riverside Public Library Auditorium, at 3581 Mission Inn Avenue). For more information or to register call (951) 826-5212.

April 18th - Marketing & Promotion-Finding Your Niche (SCORE Workshop).

June 2nd - Identify Theft and Mail Fraud, by Renee Focht, Postal Inspector.

Date TBD - Power of Motivation, by Lisa Marie Platske.

Date TBD - Retirement Planning, by Ameriprise Financial.

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Top Soft Drink Brands, 2005 Market Share:	<b>Coke</b> 17.6%	vs. <b>Pepsi-Cola</b> 11.2%
Top Cookie Vendors, 2005 Market Share:	<b>Nabisco</b> 37.5%	vs. <b>Keebler</b> 10.6%
Top Burger Chains, 2005 Market Share:	<b>McDonalds</b> 45.5%	vs. <b>Burger King</b> 13.9%
Largest Beer Brands, 2006 Market Share:	<b>Bud Light</b> 15.4%	vs. <b>Miller</b> 8.2%
Top Analgesic Brands, 2006 Market Share:	<b>Advil</b> 14.95%	vs. <b>Tylenol</b> 14.61%

## ARTS & CULTURE SPOTLIGHT

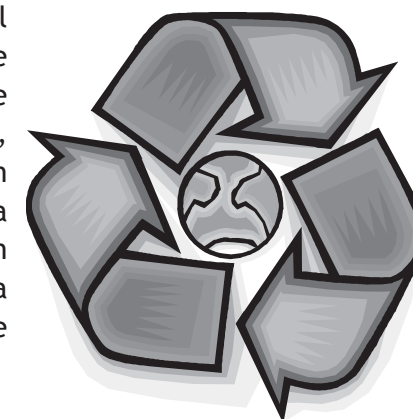
### Earth-friendly Art Events All Month Long

Contributed by Lee Tusman

Riverside Cultural Consortium Coordinator

The month of April features a variety of earth-friendly events at museums and galleries in downtown Riverside as part of State of the Earth: Green Matters. With family-friendly activities, art exhibits and competitions, as well as performances and presentations, there are many opportunities to celebrate the environment.

Sunday April 1st features Family Fun Day on First Sundays with a new twist. This regular monthly event during the school year features free hands-on activities at all downtown Riverside museums, the Sweeney Art Gallery, and the Riverside Public Library from 1 - 4 p.m. On April 1st, visit the Riverside Metropolitan Museum (3580 Mission Inn Ave.) to see Captain Carl and his Mobile Tide Pool. The Captain will bring marine life from the local ocean to discuss how climate change affects the ecosystem. Kids will have the opportunity to hold a starfish, squeeze a sea squirt, and touch an urchin. In addition, there will be a climate change theatrical production by the Inland Edge Players and a greenhouse gases presentation by "The Optimists" of La Sierra University.



The theme at the Riverside Public Library (3581 Mission Inn Ave.) is Celebrate the World: Earth Day. Join storyteller Karen Rae Kraut for a story from Kazakhstan, "The Magic Garden," under the Magic Tales Tent at 2 and 3 p.m. Children will get to create a rainstick, a musical instrument from the deserts of Chile, at the craft tables. Other participating institutions are the Riverside Art Museum, Mission Inn Museum, UCR California Museum of Photography and Sweeney Art Gallery.

Thursday April 5th is the Riverside Arts Walk on First Thursdays from 6 - 9 p.m. This regular monthly event features 16 art galleries, museums, and other spaces that open their doors free to the public. For the April event, there will be a special art exhibition and competition displayed at Division 9 Gallery South

(3850 Lemon St.) Entitled "State of the Earth: Green Matters," the exhibition features 2-dimensional and 3-dimensional artwork inspired by and responding to environmental issues. All artwork was submitted to a juried panel, and prizes are awarded for 1st, 2nd and 3rd place, as well as an Audience Choice award. The show will be accompanied by a solo exhibit of mixed media artist Tony Catalbiano at Division 9 Gallery North in the Life Arts Building (3485 University Ave.).

Beginning at 6 p.m. on Arts Walk night, visit the Riverside Art Museum to hear panelists speak on an Environmental Art Panel. Featured speakers include Artist Sam Huang, Professor Sant Khalsa from Cal State of San Bernardino and Riverside Art Museum Director Daniel Foster. Visit Huang's solo exhibit on display at Riverside Community Arts Association (3870 Lemon St.) to see his environmental art pieces on display.

April 26th features a special one-night-only event from 6 - 9 p.m.: the 5th Annual Environmental Art Exhibit. Coordinated by the California Regional Environmental Educational Community and Division 9 Gallery South (3485 University Ave. at the Life Art Building). This exhibit features artwork from K-12 students from around the Inland Empire. Pick up your copy of the environmental art coloring book featuring community artists with tips on what you can do to help the environment.

Free parking is available at all events on the street or in parking lots. All events are rain or shine. Sponsorship of these events was graciously provided by Altura Credit Union, Mayor Ron Loveridge, the City of Riverside and Riverside Metropolitan Museum. The events were coordinated by Riverside Arts Council with assistance from the Riverside Cultural Consortium. For more information on these and other community arts and culture events, visit [InlandArts.com](http://InlandArts.com) or call 951/826-5126.