

BARNES *Reports*

Computer Terminal Mfg. Industry (NAICS 334113)

- Market Reports
- Industry Trends
- Demographic Data

– 2008 edition

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COMPUTER TERMINAL MFG. (NAICS 3341 13)

TABLE OF CONTENTS

- Users' Guide
- Industry Definition and Related Industries
- Sub-Industries - 2007 Estimated Industry Sales (\$Millions)
- Sub-Industries - 2007 Estimated Number of Establishments
- Sub-Industries - 2007 Estimated Number of Employees
- 5-Year Trend - Estimated Industry Sales (\$Millions)
- 5-Year Trend - Estimated Number of Establishments
- 5-Year Trend - Estimated Number of Employees
- 2008 U.S. States - Estimated Number of Establishments
- 2008 U.S. States - Estimated Industry Sales (\$Millions)
- 2008 U.S. States - Estimated Number of Employees
- 2009 U.S. States - Estimated Number of Establishments
- 2009 U.S. States - Estimated Industry Sales (\$Millions)
- 2009 U.S. States - Estimated Number of Employees
- 2008 U.S. Metropolitan Areas - Estimated Number of Establishments
- 2008 U.S. Metropolitan Areas - Estimated Industry Sales (\$Millions)
- 2008 U.S. Metropolitan Areas - Estimated Number of Employees
- 2009 U.S. Metropolitan Areas - Estimated Number of Establishments
- 2009 U.S. Metropolitan Areas - Estimated Industry Sales (\$Millions)
- 2009 U.S. Metropolitan Areas - Estimated Number of Employees
- Definitions and Terms

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USERS' GUIDE

The Barnes Reports are the leading publications on U.S. industries and estimates and forecasts on sales and employment demographics. As a way of making the most of this information, we have included a few suggestions and tips to aid you in processing and using this information.

Managers, planners, and market researchers use this information for a variety of activities:

- Sizing markets and segments – You can estimate the size of the regional markets you sell in and your company's market penetration into that market. You can do the same with the market segments in which you participate.
- Sales territory potential – You can estimate your market penetration and also the market potential in any regional area or market segment.
- Sales forecasting – With the estimates on the size of the industry, market researchers supporting a sales force can then estimate and forecast the future size of the industry.
- Advertising strategies – You can use this information for forecasting and estimating sales potential and target advertising campaigns.
- Competitive analysis – You will use the information to locate your possible competitors (if it is not already known), to estimate their size, growth and strengths and weaknesses and to see what market segments in which they participate.

We recognize that many managers today are asked to provide detailed analysis of their markets, sales territories, distribution channels, and product placements. We have organized these reports in a logical format making your market analysis and research tasks easy to accomplish.

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INDUSTRY DEFINITION AND RELATED INDUSTRIES

NAICS 334113: Computer Terminal Mfg.

This U.S. industry comprises establishments primarily engaged in manufacturing computer terminals. Computer terminals are input/output devices that connect with a central computer for processing.

Related Industries

- Computer Mfg.
- Computer Storage Device Mfg.
- Computer Stores

U.S. Census Categories

NAICS 334113 – Computer Terminal Mfg. is 100% comparable to
SIC 3575– Computer terminals

Sub-Industries

- Computer terminals
- Computer terminals, monitors and components
- Cathode ray tube (CRT), computer terminal
- Keyboards, computer, office machine
- Teletypewriters
- Telewriters