

# **BARNES** *Reports*

## **U.S. Telecommunications Resellers Industry (NAICS 51731)**

- Market Reports
- Industry Trends
- Demographic Data

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# TELECOMMUNICATIONS RESELLERS INDUSTRY (NAICS 51731)

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# TELECOMMUNICATIONS RESELLERS INDUSTRY (NAICS 51731)

## 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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# TELECOMMUNICATIONS RESELLERS INDUSTRY (NAICS 51731)

## INDUSTRY DEFINITION AND RELATED INDUSTRIES

**NAICS 51731: Telecommunications Resellers.** This industry comprises establishments primarily engaged in purchasing access and network capacity from owners and operators of the networks and reselling wired and wireless telecommunications services (except satellite) to businesses and households. Establishments in this industry resell telecommunications; they do not operate and maintain telecommunications switching and transmission facilities.

### Related Industries

- Wireless Telecommunications
- Wired Telecommunications
- Online Hosting Services
- Website Portals

### U.S. Census Categories

NAICS 51731 – Telecommunications Resellers is  
3% comparable to SIC 4813 – Telephone Communications  
2% comparable to SIC 4812 - Radiotelephone Communications

### Sub-Industries

- Telephone communication, except radio
- Local and long distance telephone communications
- Data telephone communications
- Local telephone communications
- Long distance telephone communications
- Voice telephone communications
- Online service providers
- Internet connectivity services
- Internet host services
- Proprietary online service networks
- Telephone cable service, land or submarine
- Wire telephone
- Telephone/video communications
- Telephone communications broker