A. Mark’s Marvelous Modified Munchies – new product:

The SalmApple: 🍎 + 🐟 = $$!

(A delicious GMO hybrid of two of BC’s best exports – apples & salmon.)

It’s green (no fish farms required), healthy (omega 3s & vitamin C), and local (just need a lab to grow it near your local supermarket). How can we go wrong?

1. Why should I be a bit disappointed if I found a report that answered all of my questions perfectly?

2. Lateral thinking: What information do I need before I can estimate demand or put together my marketing strategy? What are my questions?

Try to think in terms of Competitors, Customers, and the broader Environment

3. Asking Why? to predict sources: Of the key publisher types in the image below, which ones might talk about fish consumption in Canada? Why?
B. Resources #1: Library Guides
Identifying likely publishers gets easier as you start to learn more about key resources. Many of the major marketing resources available to you as SFU students are listed on the following guides:

SFU Library Guides to…

1. Market Research
   www.lib.sfu.ca/help/research-assistance/subject/business/secondary-market

2. International Market Research
   www.lib.sfu.ca/help/research-assistance/subject/business/international-market

3. Company Information
   www.lib.sfu.ca/help/research-assistance/subject/business/company-info

4. Industry Surveys
   www.lib.sfu.ca/help/research-assistance/subject/business/industry-surveys

C. Resources #2: Sample Resources (all of which are listed in the above guides)

1. Passport

2. Vividata Target Snapshot  (see this blog post for details: bit.ly/sfu-vividatapost)

3. IBISWorld

4. Statista (see this blog post for details: bit.ly/sfu-statista)

5. Business Source Complete

6. Frost & Sullivan (see this blog post for details: bit.ly/sfu-frostposts)

7. Other useful resources…. SimplyAnalytics, TechNavio, Best Customers, Factiva, Encyclopedia of Major Marketing Campaigns/Strategies, Business Plan Handbooks…
Practice Questions
(answers on next page)

1. Passport:
   a. Which country, China or Canada, is forecast to spend more per capita on Vitamins and Dietary Supplements in 2018 (using constant US$ (y-o-y)?)

   **TIP:** Go to Search Full Tree, find and add the category “Vitamins & Dietary Supplements,” and add China and Canada under the Geographies tab. Look for the Market Size statistics table in your result list. Don’t forget to convert the data to match your needs!

   b. I’d prefer more specific data on omega fatty acids as dietary supplements in Canada:
      i. What was the overall value of that market in 2016, and what’s the forecast for the future?
      ii. How many customers are there and what is their demographic profile? (If this topic weren’t in my initial statistics table, does that mean Passport doesn’t cover such topics? Can Passport at least get me close to these numbers?)

   **TIP:** Go back to your initial search results (above) and look for the report: Vitamins and Dietary Supplements in Canada. Read closely!

2. Vividata:

   Look for the demographics of the people who say they “personally use Omega 3” products.

   **TIP:** Look for the Target “Omega 3 [Non-Prescription Products For Preventing Heart Attack/Stroke (Brand(s) Personally Use)]”

   a. What province do the largest portion of those consumers come from?
   b. If you adjust for the size of the region/province, which area is the best represented among Omega 3 consumers?
      **TIP:** You’ll need to export your report to see the relevant Index numbers for this one.
   c. Which brands of chocolate/candy bars do consumers of Omega 3 supplements report buying most often? Which ones have the highest index numbers (i.e., are the most skewed toward our Omega 3 purchasers)?

3. Search IBISWorld for a report on Vitamin & Supplement Manufacturing in the US. Do you think the US information is relevant if the target market is in Canada?

4. Statista: Who initially did the research to produce the following statistic, and who published it? >> “New products with Omega-3 launched in Canada between 2010 and 2015, by category”
Quick guide to the types of data in Vividata:

1. **Demographics**: What are the demographics of the consumers of your target product? Their ages, income levels, household sizes, etc.?
   - After choosing a Target, vary the *Topic* on the left to explore different variables.

2. **Usage**: What other products do people who buy your target product, brand, or publication use?
   - Pick a product or publication, then modify the *Sector* and *Topic* options on the left to see what else the consumers of that product report buying/using.

3. **Consumption**: Are the consumers of your target product light, medium, or heavy users of both that product and of other products?
   - Pick a product or publication, then modify the *Sector* and *Topic* options on the left to see the levels of consumption of various products that the consumers of your target product have reported.

4. **Brands**: What brands do the consumers of your target group report buying/using – both of your target product type and of other products?
   - Explore the *Sectors* and *Topics* in each sector to see the top brands reported.

5. **Opinions**: What are the personal and social views of the consumers of your target product on topics ranging from the environment to snack habits? Do they fit any broad psychographic clusters?
   - Vary the *Topics* on the left to explore different clusters, issues, and opinion categories.

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**Answers:**

1.a. Canada: USD $31.30/capita vs. $15.20/capita for China (using y-o-y exchange rates).
1.b.i. $221.8 CAD million in 2016 and up to $227.7 million by 2021. (2.7% growth: 2016-2021) (Note: I’m using the Sept. 2016 report. A new one should be out soon, which may change the answer slightly.)
1.b.ii. *Not explicit in Passport in this case.* Although for some products you might find enough clues in the reports to be able to calculate a rough estimate, in most cases you will need to factor in information from sources such as Vividata, Statista, and news articles to make reasonable estimates.

2.a. Ontario: 46% of the users.
2.b. PEI: index number is 234 (followed by New Brunswick with an index of 207).
2.c. Brands consumed most often are *Coffee Crisp, Kit Kit, and M&M Peanuts*, but those bars are consumed broadly in Canada. A few brands that seem to be skewed toward the sorts of people who buy Omega 3 supplements are *Lindt Les Grandes, Kit Kat Dark, and Sweet Marie* (all have high index numbers). Sort your charts by Index to see this easily.

3. Your decision! Can you find other information that shows the US consumers are similar to us on this point? Or that the US industry is similar to ours?

4. **Mintel** did the research and **Agriculture and Agri-Food Canada** published it. Click on the Release tab to the right of the barchart, then follow the link.