Library Resources & Services for MBA students

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Agenda

Details

Potential

Advice
Your Business Librarian Team

Megan Sorenson  
Vancouver

Mark Bodnar  
Burnaby

Ania Dymarz  
Surrey
Belzberg Library

Equipment and Technology Borrowing
Belzberg Library

Collaborative and Silent Study Spaces
I’m researching the industry strategy for car repair shops in Vancouver.
Contact the library
Contact the library

“Ask a Librarian” link

Chat, Phone, Email, Text, In-person...
First...

Industry surveys

On this page
- The elusive perfect source
- Resources and tips
  - Canadian
  - American
  - All / International
- Tips for all regions
  - Brief industry surveys
  - Comparing a company to its industry (financials)
- Other relevant SFU Library guides

Secondary Market Research Resources

There is a large amount of market research information available in print, on electronic databases, and on the web. Use this guide as a starting point for your research but remember that there are many more sources than those listed here.

Don't hesitate to ask for help at any of the SFU Library branches. You may also contact our reference librarians via telephone, chat, or email using our Ask a Librarian services.

Asking for help can save you a lot of time!

1. First Steps
   1.a. What are you looking for?
   1.b. Who might publish the information you need?

2. Market Overview

4. Business Conditions
   4.a. Journals & Magazines
   4.b. Government Sources

5. Demographics and Consumer Behaviour

Company Information

Company information is available in a wide variety of online and print sources. This guide is a starting point for company research, not a comprehensive source list. Ask our Reference Librarians for assistance if you are unable to find the information you need.

Generally, it is easier to find information about large, public, Canadian/US companies than about small, private, or foreign companies.

1. Company Web Sites
2. Directories and Reports
3. Financial Information
4. Company Histories
5. Newspaper and Journal Articles
6. Other Sources
7. Other Relevant SFU Library Guides
Discussion

Brainstorming specific needs/questions

- Economic & business environment?
- Competitors & suppliers?
- Customers?
Discussion

Nature of business information...

Big name analysis

Below + analysis

Aggregated information + gaps filled with primary research

Aggregated and incomplete information

Dispersed and incomplete information

$$$

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Discussion

Adjusting expectations…

Why would this info be published?

Why might it *not* be published?

Might someone have estimated it?

Can we bend the constraints a bit?

Can we look for disaggregated info instead?
Wine industry in BC!
Exploration

Identify likely publishers...
## The Canadian Wine Industry

### Exploration

**Government depts**

### Agriculture and Agri-Food Canada

[Image: Canada_flag]

### The Canadian Wine Industry

- **Introduction**
- **Industry Structure**
- **Performance**
- **Employment**
- **Investment**
- **Export Market**
- **Strengths and Weaknesses**
- **Future Challenges and Opportunities**
- **Associations**
- **Federal Government Departmental Contact**
- **Provincial Liquor Boards**
- **The Canadian Wine Products Industry NAICS 311999 Statistics**
- **The Canadian Wine Products Industry NAICS 311999 Statistics**

### Table: Canadian Total Exports

<table>
<thead>
<tr>
<th>Product Description</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
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</thead>
<tbody>
<tr>
<td>GRAPE WINES AND OTHER THAN SPARKLING (INCLUDING FORTIFIED) - 2 LITRES OR LESS</td>
<td>266,056</td>
<td>376,015</td>
<td>1,279,714</td>
<td>3,068,245</td>
<td>2,369,888</td>
</tr>
<tr>
<td>Origin: British Columbia</td>
<td>531,894</td>
<td>209,198</td>
<td>171,169</td>
<td>179,747</td>
<td>396,750</td>
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<tr>
<td>Destination: TOP 10 COUNTRIES</td>
<td>76,026</td>
<td>124,270</td>
<td>68,112</td>
<td>338,549</td>
<td>230,521</td>
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<tr>
<td>Period: Latest 5 years</td>
<td>156,268</td>
<td>66,242</td>
<td>128,073</td>
<td>48,714</td>
<td>128,262</td>
</tr>
<tr>
<td>Units: Value in Canadian Dollars</td>
<td>19,200</td>
<td>41,092</td>
<td>170,893</td>
<td>59,598</td>
<td>51,539</td>
</tr>
<tr>
<td>Argentina</td>
<td>42,084</td>
<td>39,083</td>
<td>23,386</td>
<td>15,459</td>
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</tr>
<tr>
<td>Taiwan</td>
<td>392,151</td>
<td>33,781</td>
<td>42,200</td>
<td>119,060</td>
<td>35,525</td>
</tr>
<tr>
<td>Switzerland</td>
<td>--</td>
<td>--</td>
<td>3,360</td>
<td>1,350</td>
<td></td>
</tr>
<tr>
<td>France (incl. Monaco, French Antilles)</td>
<td>22</td>
<td>--</td>
<td>--</td>
<td>12,600</td>
<td></td>
</tr>
<tr>
<td>Malaysia</td>
<td>14,166</td>
<td>--</td>
<td>34,229</td>
<td>3,360</td>
<td></td>
</tr>
<tr>
<td>SUB-TOTAL:</td>
<td>1,439,783</td>
<td>1,050,598</td>
<td>1,933,603</td>
<td>3,845,299</td>
<td>3,286,088</td>
</tr>
<tr>
<td>OTHERS:</td>
<td>73,560</td>
<td>69,523</td>
<td>154,922</td>
<td>75,325</td>
<td>2,878</td>
</tr>
<tr>
<td>TOTAL (ALL COUNTRIES):</td>
<td>1,513,343</td>
<td>1,114,121</td>
<td>2,088,525</td>
<td>3,920,624</td>
<td>3,288,966</td>
</tr>
</tbody>
</table>

Source of data: Statistics Canada

Report Date: 08-Aug-2012

### Okanagan Valley wine consumer research study 2008 results

**Published**: Victoria, B.C. - Tourism British Columbia, Research and Planning, 2009.

Click for online access:

[View full text]
Exploration

Associations

Number of wineries
209 grape wine wineries licensed in British Columbia. 128 are members of the BCWI. BCWI membership represents 95% of BC VQA sales, 95% of the total wine production in the province, and produces 88% of 100% BC grape wine production.

Five wine regions (designated viticultural areas)
- Okanagan Valley
- Similkameen Valley
- Fraser Valley
- Vancouver Island
- Gulf Islands

Number of vineyards
864 (wineries and independent growers)

Grape varieties produced
60+

Just a few of the many wine facts available at the BC Wine Institute site...
Exploration

Academic researchers

*Journal of Wine Research*
*Volume 23, Issue 1, 2012*


*Journal of Wine Research*
*Volume 18, Issue 1, 2007*

Wine-Related Lifestyle (WRL) Market Segmentation: Demographic and Behavioural Factors.

*Transformations in the Okanagan wine industry; and (2) Reflections on communication, diffusion of innovation, and social capital in the case of the Okanagan wine cluster*
*Theses, Dissertations, and other Required Graduate Degree Essays*

Author:
Hickton, Caroline

Date created:
2005

Abstract:
In the Okanagan wine industry as a whole, the innovations in technology and industry are due to the development of NAFTA (North American Free Trade Agreement) initiatives as these impacted the British, Canadian, and American markets. This study considers the roles played by industry leaders, government officials, and academic institutions in setting the stage for the future growth of the Okanagan wine cluster and the challenges faced by the Okanagan valley.
Exploration

Private research firms

Wine in Canada
August 2013

Passport
WINE IN CANADA
Euromonitor International
September 2013

IBISWorld Industry Report C1123-GL
Global Wine Manufacturing
May 2012
Exploration
News sources

Canadian Invasion.
Authors: Bettridge, Jack
Document Type: Article
Subject Terms: *ALCOHOLIC beverage industry
ALCOHOLIC beverages -- Canada
Geographic Terms: CANADA

Wine Country Dreams.
Authors: Brennan, Morgan
Document Type: Article
Subject Terms: *WINERIES
*REAL property
*WINE & wine making
*BUSINESS enterprises
VINEYARDS

Report toasts robust wine industry

A reason to toast Canada's growing wine industry: Consolidation, better grapes help propel gains in annual output, study finds
“Thanks again for all your help - all these databases can be overwhelming!”
Bottom Line

• You’re not alone!
  There are Business Information experts available to help.

• Give yourself time…
  to explore, learn, change your topic…

• Learn the basics early.
  Start exploring our guides and resources before Summer 2016.
Hidden Treasures…
WHO urged to allow untested Ebola drugs

With more than 1,000 lives now lost to Ebola, drug makers should be allowed to test their unproven medicines and vaccines on West Africans. Given the desperate nature of the situation, advisors to the World Health Organization have concluded. These include the Zmapp drug, which is based.


Screen Legend Mourned

Lauren Bacall, a sly, sullen-voiced actress, created onscreen magic with Humphrey Bogart in To Have and Have Not and The Big Sleep and off-screen magic in one of Hollywood’s most storied marriages. Bacall, whose long career brought two Oscars and a special Oscar, died in New York Tuesday at age 89. The managing partner of the Humphrey Bogart Estate, Robert J.F. de Malk, said Bacall, Ottawa Citizen | Canada | Wed, 13 Aug 2014

Death details

San Rafael, Calif. - Authorities detailed Robin Williams’ final moments Tuesday, saying the actor and comedian hanged himself with a belt in his home north of San Francisco. Lieutenant Keith Boyd of the Marin County Sheriff’s Office, said Mr. Williams was last seen alive by his wife, Susan Schneider, on Sunday night when she went to bed in a separate room. She woke up the next morning and left thinking he was still asleep. Soon after that, Mr. National Post - (Latest Edition) | Canada | Wed, 13 Aug 2014

‘Aid’ convoy departs Moscow

Moscow • With a theatrical flourish, Russia Tuesday dispatched hundreds of trucks covered in white tarps and sprinkled with holy water on a mission to deliver aid to a desperate rebel-held zone in eastern Ukraine. The scene of the kilometres-long convoy sparked a show of indignation from the government in Kyiv, which insists any aid must be delivered by the International Red Cross. Ukraine and the West have openly expressed their.

And finally...

A few tips to get you started

• **Specific article:**
  Peer Coaching: A Relational Process for Accelerating Career Learning

• **Articles on a topic:**
  Teamwork among business school students

• **(E)books**

• **Research guides:**
  Business + Belzberg + …
Questions?

Good luck!

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