



MSE 405W: MARKET RESEARCH

SKILLS & RESOURCES FOR
ENTREPRENEURSHIP FOR ENGINEERS

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What's the difference?

academic research



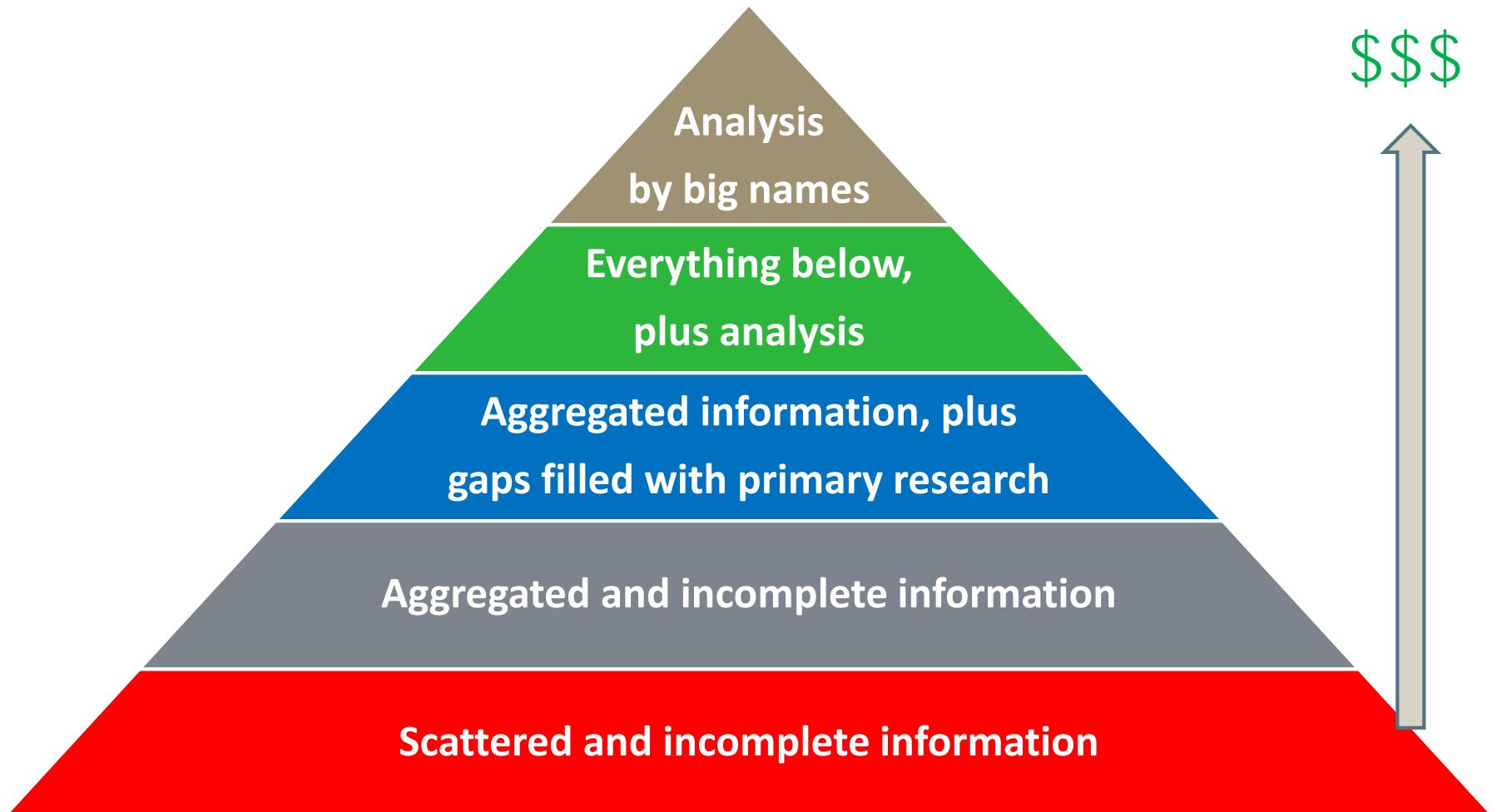
Timelines
Process
Quality
Results

market research

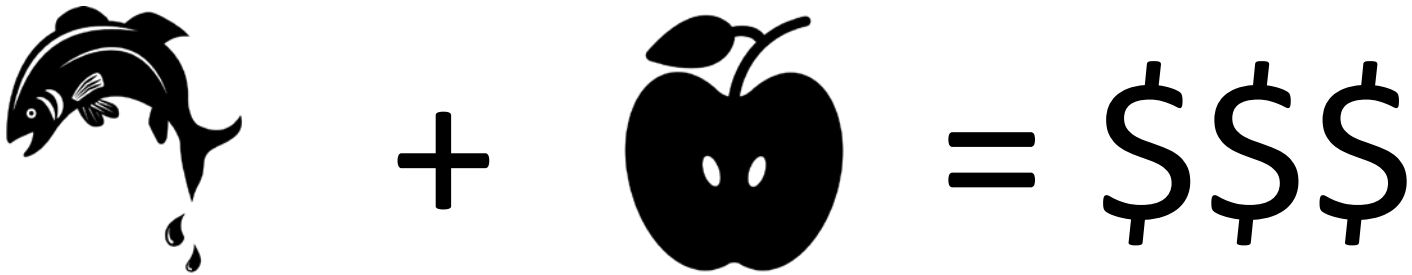


Timelines
Process
Quality
Results

Business information is layered



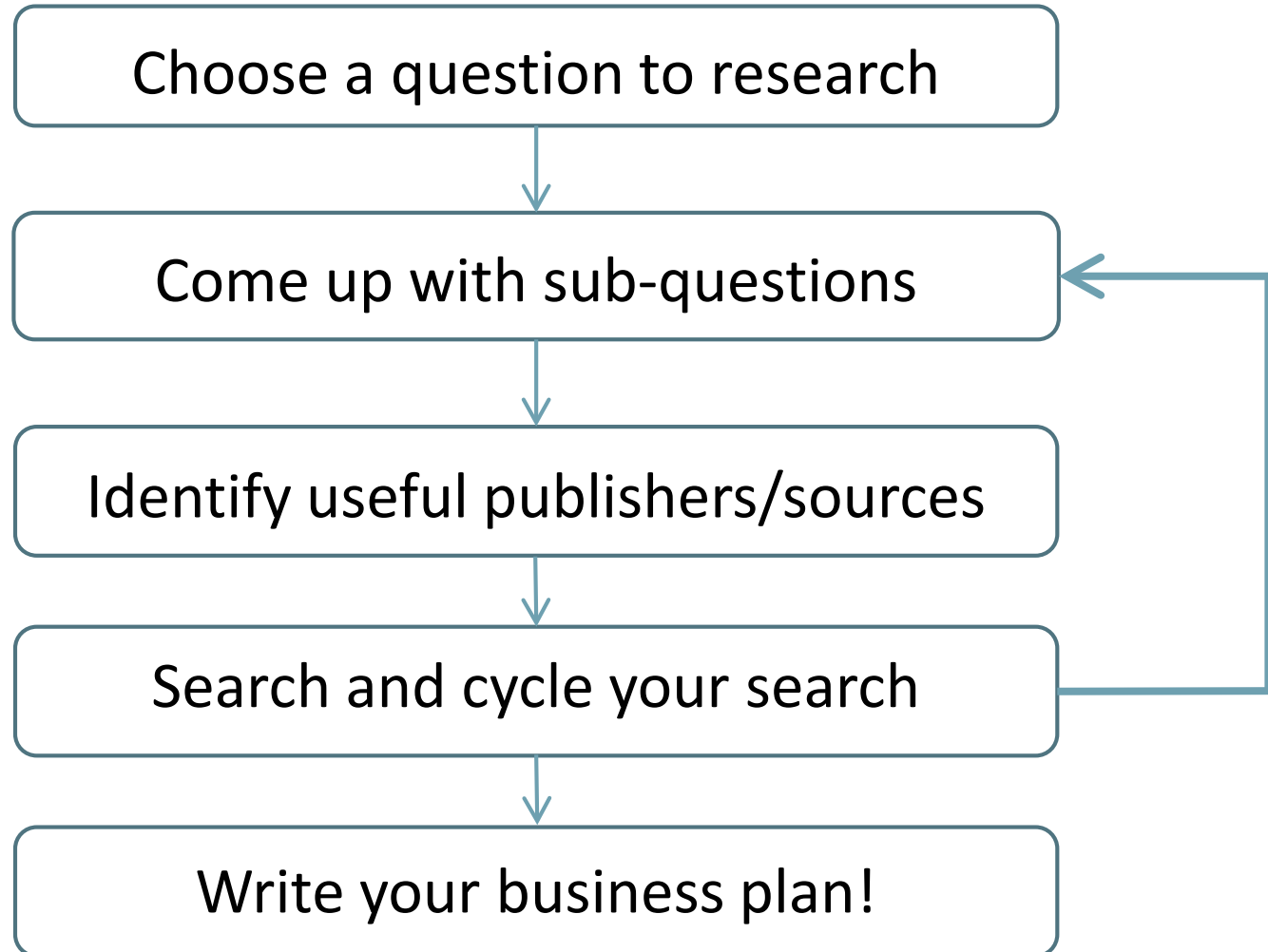
A new product: *The SalmApple!*



Discuss with a partner:

1. Why should you be cautious if I gave you a report that had answers to *all* of your questions?
2. What **information** do you need before you can predict demand or put together our marketing strategy?
What are our **questions**?

Research process



Step 2: come up with sub-questions

With your partners, think of sub-questions for our market -

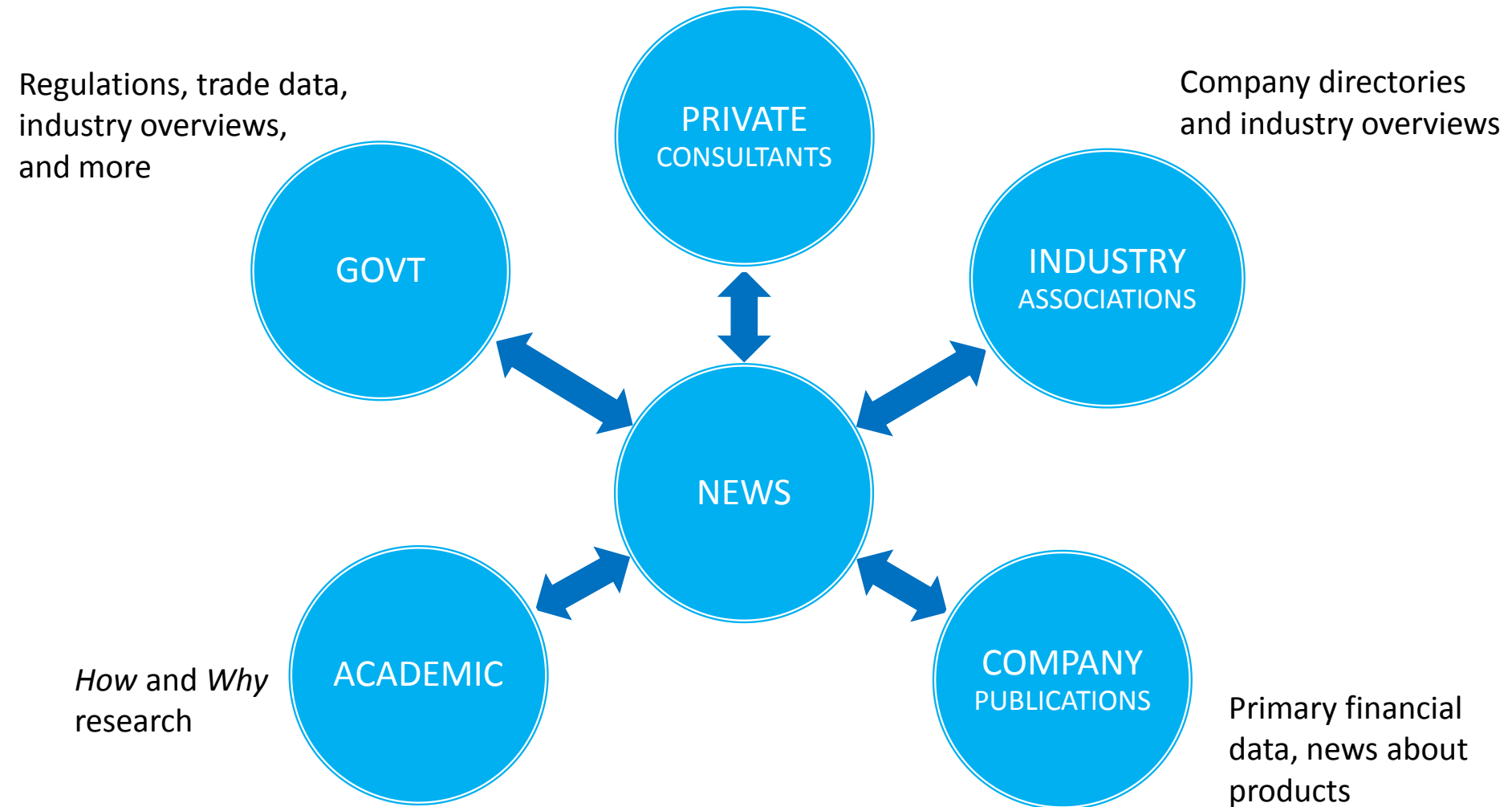
Customers: *How much salmon and apples are people currently buying?*

Competition: *Who else is producing enhanced apple products, and what is the market share?*

Economic conditions: *Is this a luxury product, or a necessary product?*

Regulatory environment: *Are there rules that will prevent distribution of our GMO product to the intended market?*

Step 3: useful publishers/sources



Step 4 (i): try some searches

Use the library research guides!

Market Research

<http://www.lib.sfu.ca/help/research-assistance/subject/business/secondary-market>

International Market Research

<http://www.lib.sfu.ca/help/research-assistance/subject/business/international-market>

Company Information

<http://www.lib.sfu.ca/help/research-assistance/subject/business/company-info>

Industry Surveys

<http://www.lib.sfu.ca/help/research-assistance/subject/business/industry-surveys>

Examples of (useful?) sources

[IBISWorld Industry Reports](#)

[Passport GMID](#)

[Factiva](#) & [TechNavio](#)

[SimplyMap Canada](#)

[PMB Reports \(Vividata\)](#)

[NetAdvantage](#)

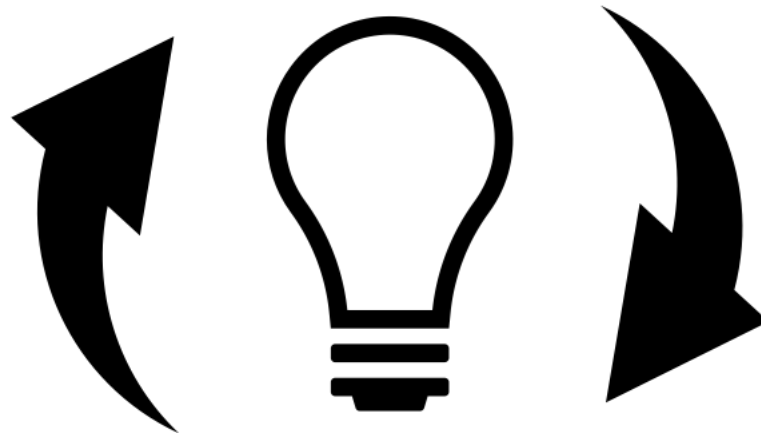
[Small Business Accelerator Program \(UBC\)](#)

[Innovation Canada \(ic.gc.ca\)](#)



Step 4 (ii): back to Step 2, repeat...

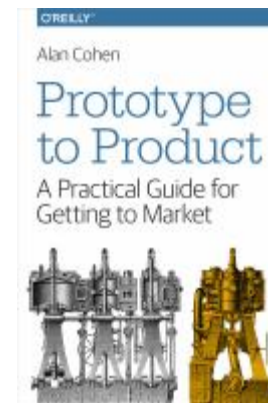
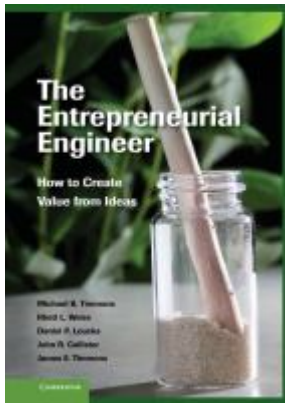
This is an *iterative process*: always cycle back as new information creates new questions.



Repeat until you are confident that decisions can be made based on the information you have found.

Step 5: writing your plan

There are several books in the library to help with thinking about entrepreneurship and writing business plans: many of them are in the HD 62.5 range.

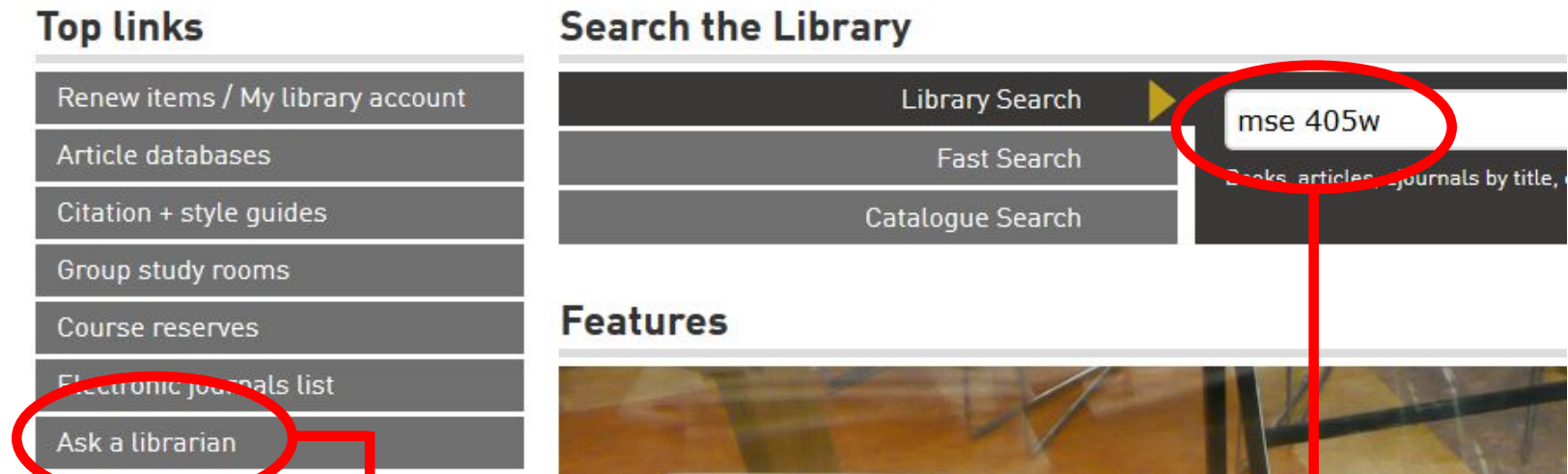


There are also library guides to help with writing & citation.

Questions?



More help!



F2F @ the information desk
Ask Us by phone
Online chat: AskAway
Ask Us by email

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research guide