

A. What’s the difference?

Academic Research	Market Research

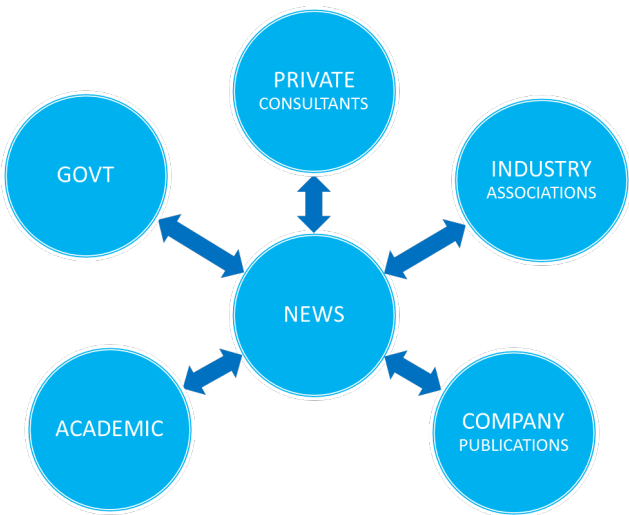
B. Brainstorming questions: I need to write a business plan for *Mark's Marvelous Modified Munchies*, a new SalmApple product (a delicious GMO hybrid of two of BC’s best exports – apples and salmon!):



- 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**?

(Think of your **customers**, **competitors**, **economic** conditions, and the **regulatory** environment.)
For example, you might want to know sales trends for “close substitutes”, and what some of these close substitutes are!

C. Identifying useful publishers/sources: Once you have an initial list of questions, think about who *might* have the answers before you start searching randomly. Going directly to the site or to the publications of an appropriate publisher can save you time!



For example, who would publish:

- Information on whether customer’s GMO purchase *intentions* are actually reflected by what they buy?
- Information on how much salmon is consumed in different parts of Canada?
- Information on the regulations on these types of products?

D. With your partners, think about some questions relevant to our new product (customers, competitors, economic conditions, and the regulatory environment). Who are the likely publishers with this information?

Topic	Questions	Publishers
Customers		
Competitors		
Economic factors		
Regulatory environment		

E. Library Guides

Identifying likely publishers gets easier as you start to learn more about key resources. Many important marketing resources available to you at SFU are listed on the following guides:

SFU Library Guides to...

1. Market Research
<http://www.lib.sfu.ca/help/research-assistance/subject/business/secondary-market>
2. International Market Research
<http://www.lib.sfu.ca/help/research-assistance/subject/business/international-market>
3. Company Information
<http://www.lib.sfu.ca/help/research-assistance/subject/business/company-info>
4. Industry Surveys
<http://www.lib.sfu.ca/help/research-assistance/subject/business/industry-surveys>

F. Sample Resources (also listed in the guides above, or use *Library Search* at <http://www.lib.sfu.ca/> to find them)

1. [Factiva & TechNavio](#)
2. [Passport GMID](#)
3. [IBISWorld](#)
4. [NetAdvantage](#)

Other useful stuff... [PMB Reports \(Vividata\)](#), [SimplyMap Canada](#), [Encyclopedia of Major Marketing Campaigns/Strategies](#), [Small Business Accelerator Program \(UBC\)](#)

Your class guide:

<http://www.lib.sfu.ca/help/subject-guides/mse/mse-405>