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, protein, & vitamin C), local (just need a lab to grow it near your local supermarket), durable, and portable.

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?

   Think in terms of Competitors, Alternatives, Customers, and the broader Environment

B. Asking *Why?* to predict sources:

Of the key publisher types in this image, which ones might care about your topic and subtopics?

*Why?*

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C. 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

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

1. Passport

2. Vividata

3. IBISWorld (see this video for details)

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

5. Business Source Complete

6. Frost & Sullivan (see this video & these blog posts for details: bit.ly/bb-frost)

E. Practice Questions (answers at bottom)

1. Statista: Who published the following statistic and how many people were surveyed?
   > “Leading healthy option concerns for shoppers in convenience stores in Canada in 2021”

   **TIP:** Click on the Source tab to the right of the bar chart, then follow the link.

2. Passport:
   a. Which country, China or Canada, is forecast to spend more per household on HW Snack Bars (HW=Health & Wellness) in 2023 using US$ and y-o-y exchange rates?

   **TIP:** Search for snack bars at the top of the screen, then choose HW Snack Bars in all countries in the Market Sizes section of your results. Then filter your results to focus on China and Canada in the Geography column. Don’t forget to convert the data and adjust the dates.

   b. I’d prefer more specific data on fortified/functional (FF) snack bars in Canada: What was the overall value of that market in 2021, and what’s the forecast for the future (2025)?

   **TIP:** Try a keyword search for the following report title (analysis): Fortified/Functional Packaged Food in Canada. Look for the tables at the end.

3. Vividata: Look for demographics of people who say they “Personally use Omega 3/Fish Oil products.” Specifically, in which province do the largest portion of those consumers live?

   **TIP:** Vividata is complicated! First work through our Introduction to Vividata guide to learn the basics. When you’re ready to build a table, Omega 3 users will be one answer under “Herbal Supplements Personally Use” in the Personal Care section. Add that topic as a Split to your table, then limit the answers charted to just Omega 3/Fish Oil. Then add “Geography – Province” to the table as a Question/Row.

4. Search IBISWorld for a report on Snack Food Production in Canada. Do you think this information on the broad category of “snacks” is relevant to our “healthy snack bar” focus?

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**Answers:**

1. 1,000 adult Canadians were surveyed and Convenience Store News published the results.

2. a. Canada: USD $78.60/household vs. $0.50/household for China.
   
   b. $373.6 CAD million in 2021 and up to $476.1 million by 2025

   Note: I’m using the February 2022 report in this case.

3. Ontario: 40.8% of the users based on the Spring 2022 survey. Note, though, that BC had the highest index number (129.7), indicating that BC people were ~30% more likely to be Omega3 users than were Canada’s overall 14+ population.

4. Your decision! Would the Demand Determinants or External Drivers be useful? How about the Barriers to Entry?
About Vividata

Vividata is an industry organization created through a partnership between Canadian media organizations and Canadian advertisers. They poll Canadians to gather the data needed to answer the perennial questions of advertisers and publishers:

- What magazines and newspapers are Canadians reading, and what products and services are they buying?
- What are their ages, incomes, and other demographic characteristics?
- What are their opinions about such topics as recycling, shopping, traveling, and dieting?
- What leisure activities do they enjoy?

Vividata’s Survey of the Canadian Consumer reaches over 35,000 Canadians each year and produces detailed data on Canadians’ opinions, demographics, and activities, as well as their product, service, and media purchases.

The Vividata database available via the SFU Library allows you to connect those puzzle pieces in many ways to answer different questions.

For instance...

- What energy drinks do female Millennials drink most often?
- Which province has the most people who attend pro hockey games?
- Are Canadian Geographic readers more likely to care about a car’s fuel efficiency than readers of Elle Canada?
- Are frequent gardeners likely to be open to trying new food products?

> The full version of this guide is online at: bit.ly/vividata-introduction

> The introductory guide is focused on creating and interpreting simple tables. See the Vividata Advanced guide for more help: bit.ly/vividata-advanced