# Structured & Speedy Research
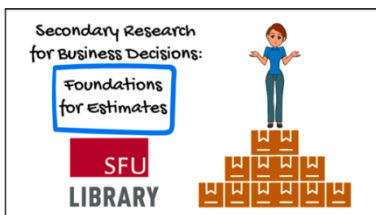## Beedie Business Case Competition Training - 18 January 2025

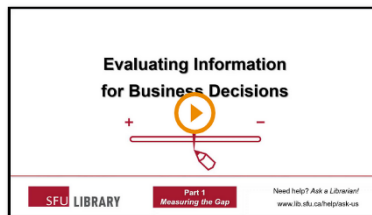## A.Perfection?

**Judges' expectations**:

**Well-founded estimates**:

**Secondary research + evaluating imperfection + citing**
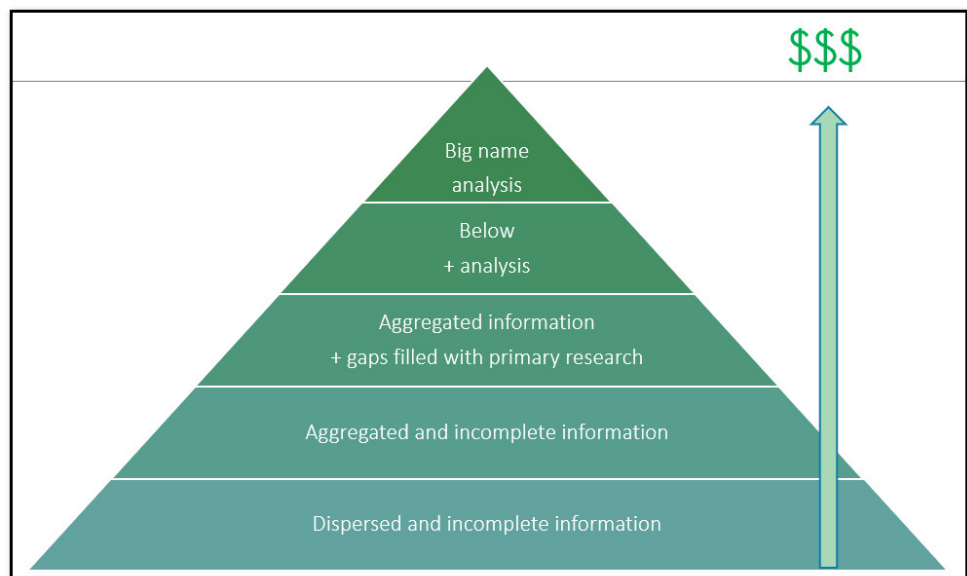


Link to video (8 min):
https://bit.ly/2nd-research



Link to first in 3-part series:
https://bit.ly/eval-part1



Link to first in 3-part series:
https://bit.ly/citing-part1

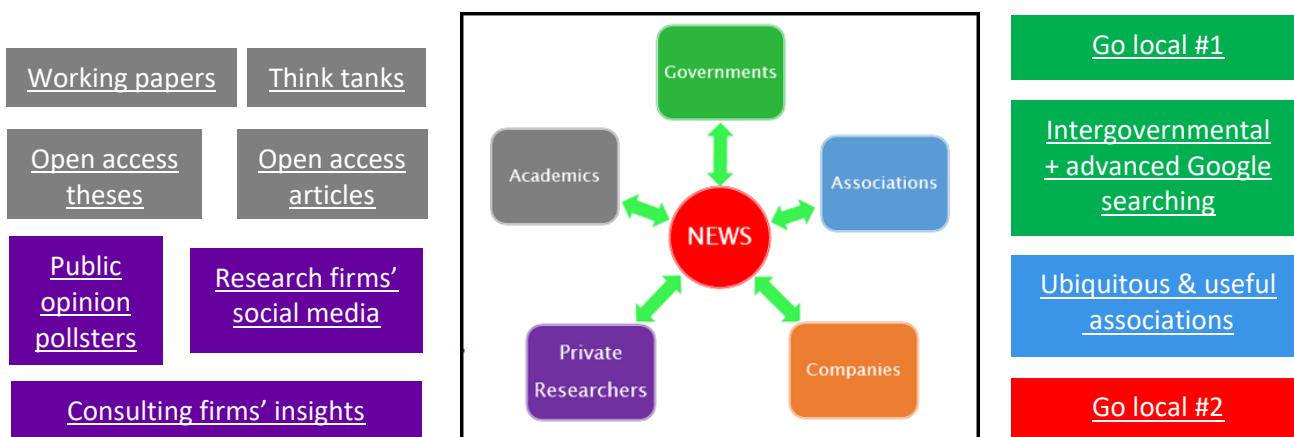**The (problematic) pyramid of business information**

**Information sources (the "who cares?" question)**

Scan the 12-part "Trampoline" blog post series, especially **posts #5 to #10 (inclusive)** that deal with the "Likely Publishers" of useful business information.

- Link: https://bit.ly/trampoline-series
- Consider the different types of information provided by different types of publishers, as well as the reasons **why** they might provide that information.

Using the "Information Sources" wheel to highlight **free sources & useful search strategies** for many of these publisher types:

| Working papers | Think tanks |
|---|---|

| Open access theses | Open access articles |
|---|---|

| Public opinion pollsters | Research firms' social media |
|---|---|

| Consulting firms' insights |
|---|



| Go local #1 |
|---|

| Intergovernmental + advanced Google searching |
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| Ubiquitous & useful associations |
|---|

| Go local #2 |
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**B. Major subscription resources**

*Statistics to support your recommendations?*

- **Statista** – [blog posts]

*Company financials?*
- **S&P Capital IQ** – [blog posts]

*Analysis of the markets for fast-moving consumer goods?*
- **Passport** for FMCGs – [blog posts]

*Reports on industries & companies in Canada, the US, and beyond?*
- **IBISWorld** – [blog posts]
- **BMI** & **GlobalData** reports via Nexis Uni
- **Argus** & **CFRA** Industry Reports via S&P Capital IQ
- **Marketline** reports via Business Source

*News articles (business/industry sources) from around the world?*
- **Factiva** – [blog posts + video]