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**.
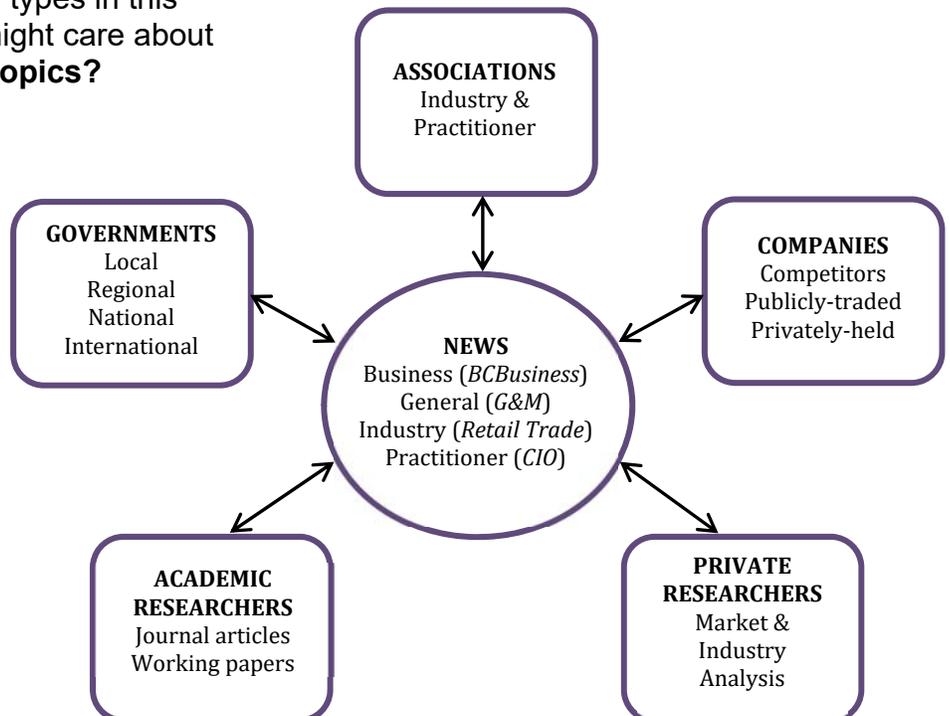
1. *Why should I be a bit disappointed if I found a report that answered **all** of my questions perfectly?*

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?

ASSOCIATIONS
Industry &
Practitioner

GOVERNMENTS
Local
Regional
National
International

COMPANIES
Competitors
Publicly-traded
Privately-held

NEWS
Business (*BCBusiness*)
General (*G&M*)
Industry (*Retail Trade*)
Practitioner (*CIO*)

ACADEMIC
RESEARCHERS
Journal articles
Working papers

PRIVATE
RESEARCHERS
Market &
Industry
Analysis

Bottom line:
bit.ly/bottom-line-341

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 Target Snapshot (see this blog post for details: bit.ly/sfu-vividatapost)

3. IBISWorld

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

5. Business Source Complete

6. Frost & Sullivan (see this blog post for details: bit.ly/sfu-frostposts)

7. Other useful resources…. SimplyAnalytics, TechNavio, Best Customers, Factiva, Encyclopedia of Major Marketing Campaigns/Strategies, …

E.

Practice Questions
(answers on next page)

1. Passport:

a. Which country, China or Canada, is forecast to spend more *per household* on *HW Snack Bars* (HW=Health & Wellness) in 2018 using US$ and y-o-y exchange rates?

TIP: Go to *the Categories and Topics* drop-down box at the top of the screen, drill down through the categories (starting with *Industries > Health and Wellness*) and select the topic *"HW Snack Bars,"* then add *China* and *Canada* under the *Geographies* tab. Look for the *Market Size* statistics table in your result list. Don't forget to *convert the data* to match your needs!

b. I'd prefer more specific data on *fortified/functional snack bars* in *Canada*: What was the overall value of that market in 2017, and what's the forecast for the future?

TIP: Try a keyword search (top right corner) for the following report title: *Fortified/Functional Packaged Food in Canada*. Read closely!

2. Vividata:

Look for the demographics of Canadians who say they "*personally use Omega 3*" products.

TIP: Select the Target "*Omega 3 [Non-Prescription Products For Preventing Heart Attack/Stroke (Brand(s) Personally Use)]*"

a. What province do the largest portion of those consumers come from?

TIP: Sector: *Demographics* > Topic: *Geography: Province*

b. If you adjust for the size of the region/province, which area is the best represented among Omega 3 consumers?

TIP: You'll need to *export your report* to see the relevant Index numbers for this question.

c. Which brands of chocolate/candy bars do consumers of Omega 3 supplements report buying most often? Which ones have the highest index numbers (i.e., are the most skewed toward our Omega 3 purchasers)?

TIP: Tab: *Brands* > Sector: *Candy, Snacks* > Topic: *Chocolate/Candy Bars* > Sorted by: *Index*

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

4. Statista: Who initially did the research to produce the following statistic, and who published it? >> "*Snack attributes preferred by consumers in Canada as of September 2016*"

Answers:

1.a. Canada: USD $**63.80**/household vs. $**0.10**/household for China.
1.b. $**230.9 CAD million** in 2017 and up to $**303.6 million** by 2022. (**31.5%** growth: 2017-2022) (Note: I'm using the July 2018 report in this case.)

2.a. Ontario: 46% of the users.
2.b. PEI: index number is 234 (followed by New Brunswick with an index of 207).
2.c. Brands consumed most often are **Coffee Crisp, Kit Kit, and M&M Peanuts**, but those bars are consumed broadly in Canada. A few brands that seem to be skewed toward the sorts of people who buy Omega 3 supplements are **Lindt Les Grandes, Kit Kat Dark, and Sweet Marie** (all have high index numbers).

3. **Your decision!** Would the **Demand Determinants** or **External Drivers** be useful? How about the **Barriers to Entry**?

4. Mintel & **Lightspeed GMI** did the research, and **Canadian Food Business** published it. Click on the Source tab to the right of the bar chart, then follow the link.

F. Quick guide to the types of data in Vividata:

1. Demographics: What are the demographics of the consumers of your target product? Their ages, income levels, household sizes, etc.?

- After choosing a Target, vary the *Topic* on the left to explore different variables.

2. Usage: What other products do people who buy your target product, brand, or publication use?

- Pick a product or publication, then modify the *Sector* and *Topic* options on the left to see what else the consumers of that product report buying/using.

3. Consumption: Are the consumers of your target product light, medium, or heavy users of both that product and of other products?

- Pick a product or publication, then modify the *Sector* and *Topic* options on the left to see the levels of consumption of various products that the consumers of your target product have reported.

4. Brands: What brands do the consumers of your target group report buying/using – both of your target product type and of other products?

- Explore the *Sectors* and *Topics* in each sector to see the top brands reported.

5. Opinions: What are the personal and social views of the consumers of your target product on topics ranging from the environment to snack habits? Do they fit any broad psychographic clusters?

- Vary the *Topics* on the left to explore different clusters, issues, and opinion categories.