Agenda

Details

Potential

Advice
Your Business Librarian Team

Moninder Lalli
Vancouver

Mark Bodnar
Burnaby
Belzberg Library

Equipment and Technology Borrowing
Belzberg Library

Collaborative and Silent Study Spaces
I’m researching the industry strategy for car repair shops in Vancouver.
Contact the library
Contact the library

“Ask a Librarian” link

Chat, Phone, Email, Text, In-person...
First...

Industry surveys

- The elusive perfect source
- Resources and tips
  - Canadian
  - American
  - All / International
- Tips for all regions
- Brief industry surveys
- Comparing a company to its industry (financials)
- Other relevant SFU Library guides

Secondary Market Research Resources

There is a large amount of market research information available in print, on electronic databases, and on the web. Use this guide as a starting point for your research but remember that there are many more sources than those listed here.

Don't hesitate to ask for help at any of the SFU Library branches. You may also contact our reference librarians via telephone, chat, or email using our Ask a Librarian services.

Asking for help can save you a lot of time!

1. First Steps
   1.a. What are you looking for?
   1.b. Who might publish the information you need?

2. Market Overview
   2.a. Journals & Magazines
   2.b. Trade Associations

4. Business Conditions
   4.a. Journals & Magazines
   4.b. Government Sources

5. Demographics and Consumer Behaviour
   5.a. Journals and Magazines
   5.b. Government Sources
   5.c. Further Sources

Company Information

Company information is available in a wide variety of online and print sources. This guide is a starting point for company research, not a comprehensive source list. Ask our Reference Librarians for assistance if you are unable to find the information you need.

Generally, it is easier to find information about large, public, Canadian/US companies than about small, private, or foreign companies.

1. Company Web Sites
2. Directories and Reports
3. Financial Information
4. Company Histories
5. Newspaper and Journal Articles
6. Other Sources
7. Other Relevant SFU Library Guides
Discussion

Brainstorming specific needs/questions

- Economic & business environment?
- Competitors & suppliers?
- Customers?
Nature of business information…

- Big name analysis
- Below + analysis
- Aggregated information + gaps filled with primary research
- Aggregated and incomplete information
- Dispersed and incomplete information

Discussion
Discussion

Adjusting expectations…

- Why would this info be published?
- Why might it *not* be published?
- Might someone have estimated it?
- Can we bend the constraints a bit?
- Can we look for disaggregated info instead?
Wine industry in BC!
Exploration

Identify likely publishers…
Exploration

Government depts

The Canadian Wine Industry

Introduction
Industry Structure
Performance
Employment
Investment
Export Market
Strengths and Weaknesses
Future Challenges and Opportunities
Associations
Federal Government
Departmental Contact
Provincial Liquor Boards
The Canadian Wine Products Industry NAICS 311610
Statistics
The Canadian Wine Products Industry NAICS 311610
Statistics

Okanagan Valley wine consumer research study 2008 results [electronic resource].
Exploration

Associations

Number of wineries
209 grape wine wineries licensed in British Columbia. 128 are members of the BCWI. BCWI membership represents 95% of BC VQA sales, 95% of the total wine production in the province, and produces 88% of 100% BC grape wine production.

Five wine regions (designated viticultural areas)
- Okanagan Valley
- Similkameen Valley
- Fraser Valley
- Vancouver Island
- Gulf Islands

Number of vineyards
864 (wineries and independent growers)

Grape varieties produced
60+
Exploration

Academic researchers
Exploration

Private research firms
Exploration

News sources

Canadian Invasion.

Wine Country Dreams.

Authors: Brennan, Morgan
Document Type: Article
Subject Terms: *WINERIES
*REAL property
*WINE & wine making
*BUSINESS enterprises
VINEYARDS

Report toasts robust wine industry

A reason to toast Canada’s growing wine industry; Consolidation, better grapes help propel gains in annual output, study finds
“Thanks again for all your help - all these databases can be overwhelming!”
Bottom Line

• You’re not alone!
  There are Business Information experts available to help.

• Give yourself time…
  to explore, learn, change your topic…

• Learn the basics early.
  Start exploring our guides and resources!
And finally…

A few tips to get you started

• Specific article

• Articles from a journal

• Articles on a topic:
  Teamwork among business school students

• (E)books

• Research guides:
  Business + Belzberg + …
WHO urged to allow untested Ebola drugs

With more than 1,000 lives now lost to Ebola, drug makers should be allowed to test their unproven medicines and vaccines on West Africans given the desperate nature of the situation, advisors to the World Health Organization have concluded. These include the Zmapp drug, which is based on National Post - (Latest Edition) Canada | Wed, 13 Aug 2014

Test drug stock exhausted after shipments to Africa | The Guardian Weekly

Screen Legend Mourned

Lauren Bacall, a slightly unhinged actress, created one-screen magic with Humphrey Bogart in To Have and Have Not and The Big Sleep and off-screen magic in one of Hollywood’s most storied marriages. Bacall, whose long career brought two Tonys and a special Oscar, died in New York Tuesday at age 89. The managing partner of the Humphrey Bogart Estate, Dorothy J. De Kort, said Bacall | Ottawa Citizen Canada | Wed, 13 Aug 2014

Lauren ‘The Look’ Bacall dies, aged 89 | My Paper

Death details

SAN RAFAEL, CALIF. - Authorities detailed Robin Williams’ final moments Tuesday, saying the actor and comedian hanged himself with a belt in his home north of San Francisco. Lieutenant Keith Boyd of the Marin County Sheriff’s Office said Mr. Williams was last seen alive by his wife, Susan Schneider, an Sunday night when she went to bed in a separate room. She woke up the next morning and said thinking he was still alive, she called 911. | National Post - (Latest Edition) Canada | Wed, 13 Aug 2014

Actor’s Last Months Were Torted Ones | The Australian

‘Aid’ convoy departs Moscow.

MOSCOW - With a theatrical flourish, Russia Tuesday dispatched hundreds of trucks loaded with food and supplies to eastern Ukraine, which has seen a desperate food aid convoys in recent weeks. The move, seen as a show of support for the government in Kiev, is not necessarily an indication of international spite, according to the International Red Cross. The convoy was met by a crowd expressing their support | National Post - (Latest Edition) Canada | Wed, 13 Aug 2014

Leads Of Paralympics | The Courier-Mail

B.C. public system among world’s best

As back-to-school ads start popping in newspapers and on the airwaves, many B.C. parents and students are gathering information for their families | The Vancouver Sun (Canada) | Wed, 13 Aug 2014

‘Right to Good Education’

As back-to-school ads start popping in newspapers and on the airwaves, many B.C. parents and students are gathering information for their families | The Vancouver Sun (Canada) | Wed, 13 Aug 2014

Province looks at the latest in nuclear technology | The Vancouver Sun

Was this a wake-up call or did we merely discover the truth? | The Vancouver Sun

Global Times

China | Thu, 14 Aug 2014

2 hours & 49 minutes ago
Questions?

Good luck!

Shannon Cheng: shannon_cheng@sfu.ca

Moninder Lalli: moninder_lalli@sfu.ca