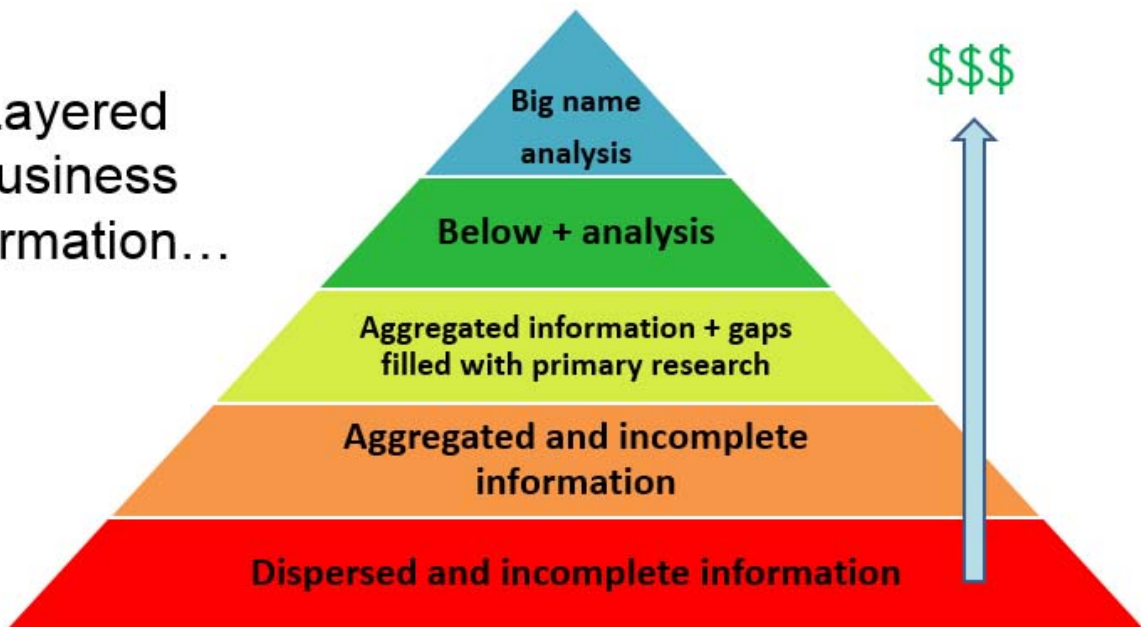


Market Research Approaches & Resources
Student Marketing Association – Spring 2018

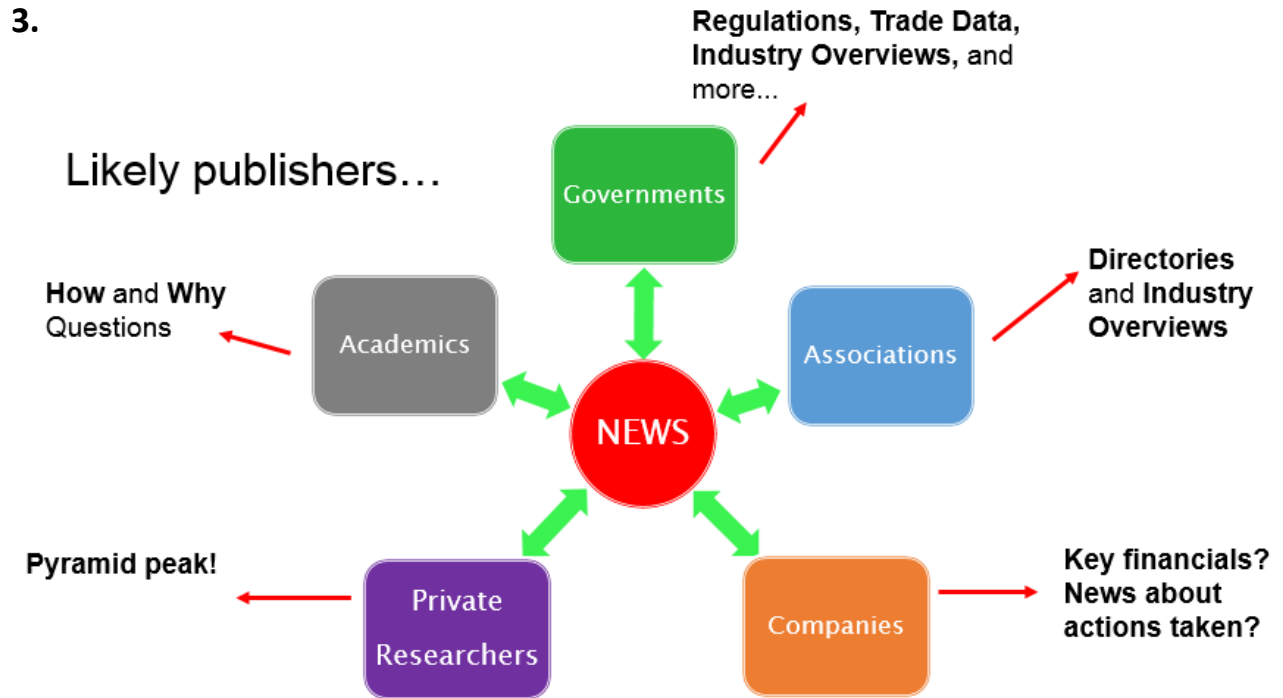
1. Is secondary market research *useful? Imperative? Flawed? Cheap?*

2. Layered
business
information...

=



3.



4. Foundations for estimates + Bending constraints

Research Resources

1. Starting Points

a. SFU Library > Business > Additional Resources

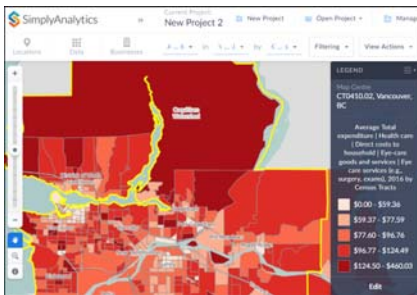
- <http://www.lib.sfu.ca/help/research-assistance/subject/business/additional>

b. Small Business Accelerators (UBC)

- <http://sba.ubc.ca/>

c. Librarians!

2. SimplyAnalytics



- Map census and spending data, including current estimates and some forecasts, across Canada.
- Map psychographic clusters and business locations.
- Create detailed ring studies and ranked reports

3. IBISWorld



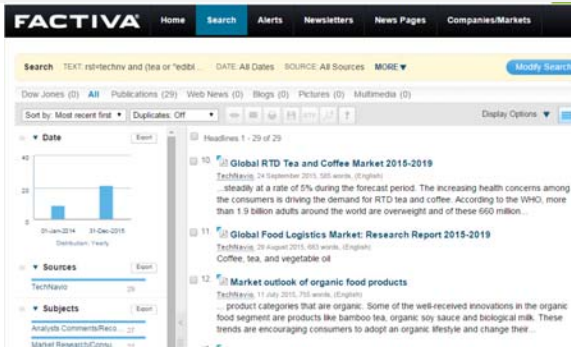
- Industry (not market) reports with strong US/Canada focus.

4. Frost & Sullivan



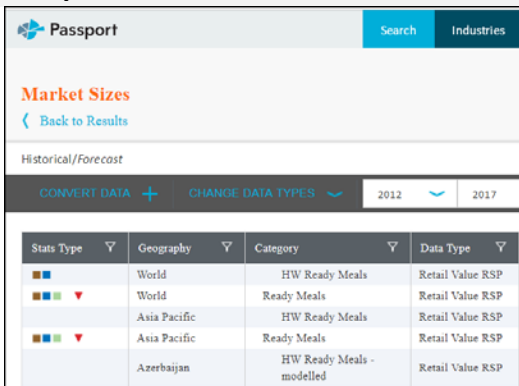
- Market reports on emerging technologies.

5. Factiva



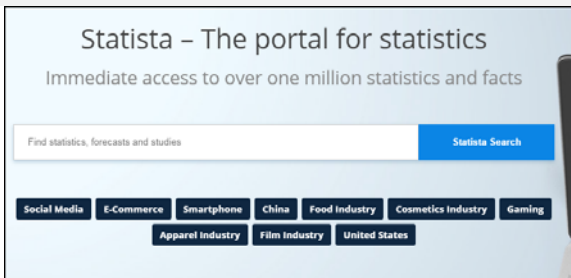
- Includes some hidden gems such as TechNavio market forecasts, but the **news** content (35,000 sources) is the best feature.

6. Passport



- FMCG market reports and data at a national level for 100 countries.

7. Statista



- Fast route to statistics on most marketing topics.
- Can often link out to original sources.

8. Other?
