

Questions? [Ask-A-Librarian](http://library.concordia.ca/help/questions/) here: <http://library.concordia.ca/help/questions/>

Check these boxes once your team completes each step

Done!

Numbers below refer to Entrep. research guide	Record salient findings on this worksheet, below. To download this worksheet as well as to access the full Entrepreneurship research guide , including video tutorials, please access: http://www.concordia.ca/library/guides/management/comm320.html	<input type="checkbox"/>
0. Before you begin your research, your group should answer these questions	a) Describe in your own words what your project (product, services, etc.) is about:	<input type="checkbox"/>
	b) What is the geographic focus of your project? (hints: local, provincial, etc.)	<input type="checkbox"/>
	c) Who are the users or customers ? What are their industry or market segments ?	<input type="checkbox"/>
1. Getting to know your industry	NAICS Code (s) that best describe the line of business (NAICS code number & title) <ul style="list-style-type: none"> • • 	<input type="checkbox"/>
	Trade or industry association (s) for your industry may have useful publications on the web: <ul style="list-style-type: none"> • 	<input type="checkbox"/>
2. Company & industry	Generate SME Benchmarking reports for each NAICS Code (s).	<input type="checkbox"/>
	Download IBISWorld report(s) for NAICS Code (s) (if there are none for Canada, try US)	<input type="checkbox"/>
	Try searching Statista for data tables & reports about your industry or market	
3. Competitors	List main direct and indirect competitors (if required, use business directories) <ul style="list-style-type: none"> • • • 	<input type="checkbox"/>
STEPS BELOW ARE OPTIONAL, DEPENDING ON YOUR BUSINESS (sources below may not cover every industry)		
4. Government information	Did you check Industry Canada's Canadian Industry Statistics for your industry(ies)?	<input type="checkbox"/>
	Anything from city, provincial, Canadian government websites ? (Permits, local statistics...)	<input type="checkbox"/>
5. Market & Consumer data	For Passport , click on top menu Consumer > Lifestyles , then in the "Analysis Finder" box search for "content" for Canada . Also find data & market reports using Search menu.	<input type="checkbox"/>
	Vividata (formerly PMB) , Canadian consumer survey , has psychographics & demographics.	<input type="checkbox"/>
	Did you generate a custom colour-density map with SimplyMap Canada ?	<input type="checkbox"/>
6. Statistics Canada	Census every 5 years, last one available: 2011. Most detailed headcount of Canadians. Search on Data Products > Census Profiles > Postal Codes or your geographic focus	<input type="checkbox"/>
	National Household Survey : on household incomes, mobility, job occupancy and more	<input type="checkbox"/>
	Try these on CANSIM : "household spending" / "retail trade sales" / "labour force survey"...	<input type="checkbox"/>
7. Market share	Market share = Total revenues ÷ Total market size (from SME Benchmarking) (from CANSIM , try: NAICS statistics)	<input type="checkbox"/>
8. News and articles	Search for articles on ProQuest (English) or Eureka (French) or Factiva (worldwide trade journals) on the following topics : (1) industry (use NAICS, watch out for jargon); (2) trade associations names; (3) market leaders and major competitors; or (4) subject term.	<input type="checkbox"/>

Use what you find, don't waste your time searching for what you think you need! Work as a group! [Good luck...](#)