ENTREPRENEURSHIP RESEARCH WORKSHEET

Questions? <u>Ask-A-Librarian</u> here: <u>http://library.concordia.ca/help/questions/</u> team

Check these boxes once your team completes each step

Numbers below refer to <u>Entrep.</u> <u>research guide</u>	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	Done!
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:	
	b) What is the geographic focus of your project? (hints: local, provincial, etc.)	
	c) Who are the users or customers ? What are their industry or market segments ?	
<u>1. Getting to</u> <u>know your</u> <u>industry</u>	 NAICS Code(s) that best describe the line of business (NAICS code number & title) • 	
	 Trade or industry association(s) for your industry may have useful publications on the web: 	
2. Company & industry	Generate SME Benchmarking reports for each NAICS Code(s).	
	Download <u>IBISWorld</u> report(s) for <u>NAICS Code</u> (s) (if there are none for Canada, try US)	
	Try searching <u>Statista</u> for data tables & reports about your industry or market List main direct and indirect competitors (if required, use <u>business directories</u>)	
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STEPS BELOW AR <u>4. Government</u> <u>information</u>	Did you check Industry Canada's Canadian Industry Statistics for your industry(ies)?	
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STEPS BELOW AR <u>4. Government</u> information <u>5. Market &</u>	Did you check Industry Canada's Canadian Industry Statistics for your industry(ies)? Anything from city, provincial, Canadian government websites? (Permits, local statistics) 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.	
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Use what you find, don't waste your time searching for what you think you need! Work as a group! Good luck...

COMM 320, MANA 300, GDBA 595