Library Resources for Market & Company Research

1) What is market research?

Market research is the process of gathering information to improve awareness of how customers will react to current or proposed products or services. It is key for confirming if a business opportunity exists and if so, how to successfully take advantage of that opportunity.

Key information sources for market research include:

- Demographic data and statistics
- Customer behaviour indicators
- Trends and environmental factors
- Competitor and company profiles

Broadly, there are two types of information used in market research – primary and secondary:

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<th>Primary</th>
<th>Secondary</th>
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<td>Also referred to as &quot;field research,&quot; primary sources are original information gathered firsthand, through methods such as polls, surveys, observation, or other types of systematic experimentation.</td>
<td>Also referred to as &quot;desk research,&quot; secondary sources use existing resources and publications like company records, surveys, research studies, and books.</td>
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It answers questions such as:

- Who are my customers and how can I reach them?
- Which products and services do buyers need or want?
- What factors influence the buying decisions of customers?
- What prices should I set for my products and services?
- Who are my competitors, how do they operate and what are their strengths and weaknesses?
- What are the current macro- or micro-economic conditions that my business is operating in and are these conditions changing?
- What technological, economics, social or cultural trends are influencing the industry my business operates in?
- What are the demographic characteristics of my customers or where do they live?
- What is the current state of the labour market in the target region?

2) Key online library resources

Online resources are available in multiple formats at www.bowvalleycollege.ca/library.

LLC e-resources require a login for off-campus access. Logins are automatically set to the following:

- **USERNAME:** Student or employee ID number preceded by “BVC,” for example: BVC123456
- **PASSWORD:** Last 4 digits of phone number on file with the Registrar’s Office

For login assistance, contact the LLC:

- Visit the front circulation desk in-person
- Email your name and ID number to circulation@bowvalleycollege.ca
- Contact us by phone at 403-410-1647 or 403-410-1756.
All students, staff and faculty at Bow Valley College have access to thousands of resources. Go to the front page of the LLC’s website [www.bowvalleycollege.ca/library] to access e-resources both on-campus and off-campus:

### Over 50 databases

With articles from thousands of journals, newspapers, and magazines as well as images, e-books, and reference works (e.g. encyclopedias)

### The catalogue

This is the “search engine” allowing you to search multiple formats at once including articles, streaming videos, e-books, DVDs and print materials

### Online guides

For completing assignments start to finish—from developing a research topic to citing in APA style

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### Business Source Complete

This database contains full-text company information and articles in all areas of business studies. Use it to find:

- Case Studies and Product Reviews
- Industry Profiles, Market Research Reports, and SWOT Analyses
- Journals, magazines and trade/professional publications

### Business Insights: Essentials

This database features detailed company and industry profiles including SWOT reports, market share reports, financial reports, and thousands of company histories, industry essays as well as scholarly journals, trade publications and business news.

### Canadian Business & Current Affairs (CBCA) Complete

This database is multidisciplinary with primarily Canadian content and a strong focus on news and current events. Use it to find:

- Academic journals
- Trade journals and reports
- Magazines, newswires and newspapers

### 3) Recommended websites

**What is it?**

- Online library guide with links to key resources and slides on market research with step-by-step instructions for using Business Source Complete
- Selected links to sources of Canadian and international statistics, guides for how to understand statistics, and online financial and business calculators
- Industry Canada for government statistics, industry profiles, financial performance benchmarks, small business information, and more
- Canada Business Network for information from Statistics Canada and other national and international sources on areas such as demographics, industry data, imports and exports
- Ipsos Canada for Canadian polls, news and research

**Find it!**

- [http://bowvalleycollege.libguides.com/marketing/market-research](http://bowvalleycollege.libguides.com/marketing/market-research)
- [www.ic.gc.ca/home](http://www.ic.gc.ca/home)
- [http://www.canadabusiness.ca/eng/page/2864/](http://www.canadabusiness.ca/eng/page/2864/)