Entrepreneurship 293: Industry Worksheet

What is your product or service?

What are some keywords to search?
Try in Octopus. Write down one source that might be useful.

What is your NAICS code? [There may be more than one!]

See if you can find an industry report in Business Source Complete. What is the report called? Name two sections that will help you with your plan.

Find a trade association related to your industry. Do they have publications/statistics on their website? Note a statistic that might help with your plan.

Go to Canadian Industry Statistics and find the Financial Performance Data for your industry. Can you find the percentage of advertising and promotion for the whole industry?

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Entrepreneurship 293: Market Research Worksheet

Who is your target market?
Create a demographic profile:
- Age:
- Gender:
- Income level:
- Occupation:
- Education:
- Other:

Use the Hierarchy of Standard Geographic Units tutorial to figure out what market area you will focus on

How many people that match your target market live in your target location?
Use the NHS Profiles to find out. What other information found there might be useful?

More information on age and income is available in CANSIM. Write down the number of a table that you can use

How much do Canadians spend on your product or service? Go to the Survey of Household Spending (SHS) and see if you can find out

What are the spending habits of your target market? Try searching in OCtopus. Find one source that discusses spending habits

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