BUS 3682: Social Venture Planning

Information Literacy Session January 23, 2013

Information Literacy

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Where I "live" in the library





Goals

- Students will be cognizant of where to go to find resources for the Market Research section of the SVBP Competition Template
- Students will know where to find me when they get stuck



Objective

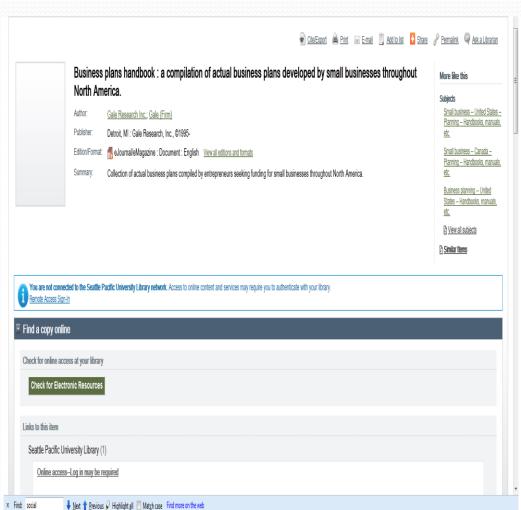
Students will find one or two helpful sources of information for the Market Research— Section III part of their SVBP Template—such as:

- Competitors
- Demographics
- Psychographics
- Barriers to entry



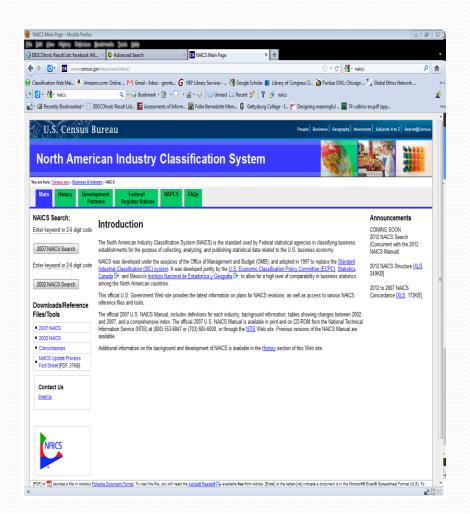
Business Plans

- Sample Business Plans
 - E-book
- remote access--use your banner/spu email login information



Industry

NAICS code--North American Industry Classification System



Market/Industry information

- IBISWorld
 - 723 industry reports
 - Lists major competitors
 - Barriers to entry in to market
- Business Source Complete
 - Barnes Reports
 - DataMonitor Reports

Marketing Information

- Business Analyst Online
 - Use to figure out customers and locations
 - Zip code level—very granualr
 - Retail Market Potential report
 - Market potential index (Template-Market Research III.1)
 - Retail MarketPlace Profile
 - Market potential index (Template-Market Research III.1)

Marketing Information

- SRDS Local Market Audience Analyst
 - Must use IE browser
 - Demographic information (Template-Market Research III. 1)
 - Market potential-psychographics (Template-Market Research III.1)
 - Advertising (Template-Market Research III.6)

