

Your Partners in Building Your Business

Your Library Services is your link to a world of information including:

- ✓ Print resources on a variety of business topics of interest to the entrepreneur
- ✓ Access to the Internet and on-line subscription databases
- ✓ Trained staff to help you research effectively
- ✓ E-info email reference service

The Economic Development Offices offer the following resources for small business

- ✓ Specific demographics, statistics, community profile and business directory data
- ✓ Municipal information on bylaw, zoning, building approvals, property taxes, and home-based business requirements
- ✓ Site selection services to identify available land and space in the area
- ✓ The local Business Networks offer seminars for small business owners

Business Advisory Centre Durham – BACD

Helps small business start successful and stay successful through:

- ✓ Small business counselling
- ✓ Business plan development
- ✓ 1-on-1 consultation
- ✓ Workshops
- ✓ Young Entrepreneur Programs
- ✓ Mentoring
- ✓ Business Resource Centre & Internet Lounge
- ✓ Boardroom rentals
- ✓ Interactive web site with “Ask the Expert” virtual advice, local success stories and numerous business links

BUSINESS ADVISORY CENTRE DURHAM

Phone: 905-438-4008
Toll Free: 1-866-632-5151
Fax: 905-438-4009

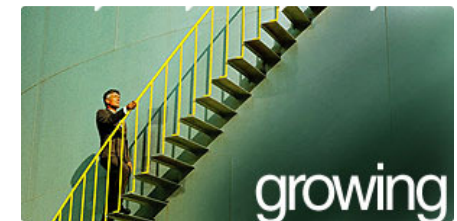
Email: info@bacd.ca
Web site: www.bacd.ca

Walk In Service
Monday – Friday
9:00 a.m. – 4:00 p.m.

BACD
Business Advisory Centre Durham
WWW.BACD.CA



3 Simple Steps for Market Research



BACD
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where are you with **your** business idea...

1 Planning Your Approach

Market Research is an important first step in deciding whether to invest your time, energy and money in a new business venture.

General guides will help you recognize the steps you need to effectively research the potential market for your product or service.

At BACD

Market Research Made Easy

By Don Doman, Dell Denison and Margaret Doman – Self Counsel Business Series

Using the BACD Resource library, explore further with following subject headings:

Marketing Research Small Business Management

On the Internet

The web also has resources to help you get started in your market research. Visit the Canada Ontario Business Service Centre for entrepreneurs:

www.canadabusiness.ca/ontario and select “Market Research” tab for an overview of the research process.

Access the Business Owner’s Toolkit at www.toolkit.cch.com and click on “Small Business Guide” for a primer on the steps you will need to take to effectively research your idea.

Ontario’s Ministry of Small Business and Entrepreneurship’s “Your Guide to Small Business” is found at www.sbe.gov.on.ca

2 Market Research “Demographics”

Once you have your plan in place, you are ready to begin your research. The first area of research is understanding your potential market. Demographic information is key to determining if a market exists for your product or service.

At BACD

FP Markets, Canadian Demographics

On the Internet

Statistics Canada has a wealth of information from demographics to business data. Starting at the home page, www.statscan.ca, click on the “Community Profiles” link to access demographic information about your target market.

A local community profile for Ajax can be found on the town web site at www.townofajax.com. Click on *Community Profile* under the *Business Heading* at the top of the page.



3 Market Research “The Competition”

The third area of research is to determine your competition. This research will help you define markets or opportunities your business can exploit.

At BACD

Fraser’s Canadian Trade Directory

Scott’s Directories: Ontario Business

Associations Canada: The Directory of Associations in Canada

Ontario Business to Business Directory

Financial Post Info Mart

COME IN AND GET SERIOUS... book a free market research session in our business library at BACD.

WHEN: Every Thursday

On the Internet

When the time comes to examine your selected field of business, return to the Stats Can home page, www.statscan.ca. The “Business Data” link provides statistical tables, analysis on your selected industry, the competition, trends and trade data.

The *Business Directory for the Town of Ajax* can help you identify the competition within the town and link you to potential suppliers. The directory can be borrowed from the Library, purchased through the Economic Development office or accessed under the “Business” heading at www.townofajax.com.

Canadian Company Capabilities Information can be found at www.strategis.ic.gc.ca by clicking on the “Researching Markets” link.