

Market Research

VCommerce, Dr. Philip Johnson

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Preparation

- ▲ *Wear Warm Clothes*
- ▲ *Bring Change and Copy Card*
- ▲ *Don't Forget a Disk*

What To Research

- ▲ *Market Size*
- ▲ *Growth Rate*
- ▲ *Trends*
- ▲ *Competition*
- ▲ *Pricing*
- ▲ *Segmentation / Psychographics*
- ▲ *Legal Requirements*

Steps

- ▲ *Find SIC and NAICS Codes (Reference Desk, Hamilton).*
- ▲ *Used By U.S. Government*
- ▲ *Used By Dunn & Bradstreet*
- ▲ *Used in Many Reference Materials*
- ▲ *Get Listing from "Encyclopedia of Business Information Sources" (Reference Desk, Hamilton).*

Steps

- ▲ *Get Listing From "Encyclopedia of American Industries" (Business Reference Carrel).*
- ▲ *Check Carrel for Other Materials*
 - ▲ *Market Share Reporter*
 - ▲ *Sample Business Plans*
 - ▲ *Standard & Poor's Industry Outlook*
 - ▲ *Company Histories*

Steps

- ▲ *Check Newspaper Abstracts (Computer Corner in Hamilton, or HPU).*
- ▲ *Check ABI/Inform (Computers Behind Reference Carrels).*
- ▲ *Check Hawaii Newspaper Index (Hawaii State Library System).*
- ▲ *Check Hawaii Magazine Index (Pacific UnCover, CARL System)*

OnLine

- ▲ *Check www.amcity.com*
- ▲ *Check www.starbulletin.com*
- ▲ *Check www.honoluluadvertiser.com*
- ▲ *Check U.S. Business Census Data
www.census.gov*

Steps

- ▲ *Get Dunn & Bradstreet Data*
 - ▲ *www.imkmp.zapdata.com*
 - ▲ *Call Sonia at the Maui Business Research Library (800)*
- ▲ *Check Northern Light*
 - ▲ *www.northernlight.com*

Other Sites

- ▲ *Hawaii Data Book*
 - ▲ *www.hawaii.gov/dbedt*
- ▲ *Bank of Hawaii*
 - ▲ *www.boh.com*
- ▲ *Organization of Hawaiian Affairs*
 - ▲ *www.oha.org*
 - ▲ *Native Hawaiian Data Book*

Other Sources

- ▲ *Look for Trade Associations*
 - ▲ *National (get from Enc. Of Business Info Sources)*
 - ▲ *Local (Directory of Organizations)*
- ▲ *Ask for Elaine Schultz, Business Reference Librarian in Hamilton*