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Canadian Business Research Intro

Ask for Help

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Business research may sound a bit daunting however keep in mind the whole purpose behind business research is to position your business so that you can start generating revenue as quickly and as effectively as possible. In other words who is your best customer and what is the best way to reach them.

As a new business you cannot spend months searching for customers or clients. You have to generate revenue as soon as possible. Your research helps you to position your business so that it can access the easiest market quickly.

The most important thing to keep in mind is that you are not alone in your search. Do not stew about how horrible and fruitless research is. Instead ask for help!

Start with the easy resources! Librarians are not in libraries to enforce silence.

They are there to assist people in accessing their collections whether paper-based or electronic. Many major libraries actually have a "business desk" where you will find librarians specifically skilled in accessing business resources. They can offer you a

Research Tip

Locate your local resources

Visit your local library's web site to find out what online resources they have available and what services they offer or recommend for businesses.

[Click here](#) to find your local library

plethora of suggestions on where to look for information related to your specific business. Also do not forget your local business development centre. Most have a resource centre full of local business specific resources.

Also look into your local business development centre or municipal economic development office. They can often provide addition resources or advice for researching a business. You can usually locate these offices in the blue pages of your telephone book. Also see the [Canada Business web site](#) and look at the local resources listed under your province. (Be aware these are a bit hidden but keep looking there are there!)

Other "easy" sources beyond librarians and business advisors are industry associations, and suppliers. We are not talking about in-depth analysis here, rather informal conversations. You are simply asking for research suggestions.

Take advantage of other peoples experience to make the whole research process easier. Do not try to reinvent the research wheel. If research is not "your thing" then ask for help! Even if research is the very reason you exists (!) still ask for help in order to find hitherto unknown sources more quickly.

By talking to these "easy" sources you will get in the habit of describing your venture succinctly and explaining its details. It will help you to build confidence in yourself and your idea. It will also help you to hone your communications skills for when you are talking to potential clients or customers.

Next: [it is easy to get caught up in the hype](#)

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