

Industry and Market Research Activity

1. Write the names of your team on the document
2. Choose a company and determine if it is publicly traded and what industry it is in (you can Google it).
3. Search for industry information in [IBISWorld](#) and answer these questions under your business name:
 - What is the NAICS and industry name your business falls under (there may be multiple industries, you may want to google it first)
 - What is the future outlook for the industry? Why?
 - Is it forecasted to grow or decline?
 - Who are the main competitors?
 - Did you find the supply chain report? List the first tier and second tier suppliers.
 - Post the MLA formatted citation for the report
4. You can search for industry and demographic information in [Statista](#).
 - Post the MLA formatted citation for a statistic/chart/dossier that is relevant to your business idea
5. Search for industry information in [Business Source Complete](#) (Tip: look for the Industry areas on the nav menus or add the word "industry" to your search terms)
 - Did you find a recent industry profile?
 - If so, post the citation (MLA style)
 - How recent is the report? Did you find any evidence of the impact of COVID on the company?
6. Search for market research in [RKMA](#) (Tip: Search the pdf using CTRL+F and a search term)
 - Choose one of the "books" that is relevant to your business idea
 - Find data to support your business or at least relevant to the business idea
 - i. Who is your target demographic?
 - ii. Current consumer behavior that is relevant?
 - Post the MLA citation and a link.

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[Statista](#)

[Business Source Complete](#)

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