**MKT425**

**Self-Directed Exercises for Market Research**

1. **Gather Background Information and Generate Keywords to Prepare your Searches**
2. Client Name: [ ]
3. keywords to describe your client’s business areas: [ ]  
   *Example: beauty services; beauty salon; spa*
4. What are your client’s products/services? Are there different product lines? If so, list them separately.
   1. Products: [a. b. c. ]
   2. Service: [ a. b. c. ]
5. Can the products/services be sold to:
6. consumers/individuals (B2C)? [Yes/No];
7. businesses (B2B)? [Yes/No];
8. **Search Mintel Academic – Consumer Research Reports**

(more relevant if the product/service is sold to consumers)

Database Link: <https://library.wcupa.edu/databases/mintel>

Try three ways to search:

1. Click **Categories** in the top navigation panel; see if you can find a relevant category
2. Keywords searches with product/services/other relevant terms
3. Click Demographics, select one or more demographics that fit your consumer profile

View the Results - Change Grid to **List**

Content Types: **Reports** are more lengthy and downloadable PDFs

List the **Title of the Reports** (as many as you find relevant)

1. [ ]
2. [ ]
3. [ ]

**Download the full reports.**

1. **Search** **RKMA Market Research Handbook – General Marketing Strategies and Data**

Database Link: <https://library.wcupa.edu/ebooka/rkma>

1. If your client can sell to businesses, **download the business-to-business marketing**
2. If your client can sell to consumers, **download Consumer Behavior 2023; and Consumer Marketing & Advertising 2023**
3. If your clients are in specific industries: such as sports, entertainment, or food, **download** the relevant handbook.
4. **Search** **First Research Industry Profile – Find Current Sales/Marketing Practices for an Industry, Industry Trends, Opportunities, Challenges**

Public website: <https://www.firstresearch.com/Industry-Profiles.aspx>

1. Search keywords from the business areas first
2. If it is hard to find, try to browse the industry list
3. Retrieve the **NAICS Code of the Reports** (as many as you find relevant)
   1. [ ]
   2. [ ]
   3. [ ]
4. Navigate **Mergent Archive** [**https://library.wcupa.edu/databases/mergentarchive**](https://library.wcupa.edu/databases/mergentarchive)
5. Click **D&B Manuals**--> **First Research**, and copy/paste the NAICS code from the website to the search box. Scroll to the right and see the **PDF**. **Download** the most recent PDF document.
6. Read the report and **copy/paste** the following sections of the **most relevant report**.
   1. Sales & Marketing

[ ]

* 1. Business Challenges

[ ]

* 1. Business Trends

[ ]

* 1. Industry Opportunities

[ ]

1. **Search Reference Solutions (Consumer and Business Directory)**

Database Link: <https://www.ccls.org/196/Databases-by-Name#R>

Find and click the database link to Reference Solutions (formerly ReferenceUSA)

Accept the Terms and Conditions and Click Continue

Put the Chester County Public Library Card No. (Check D2L/email from your professor)

Search **U.S. Consumer/Lifestyles Database - Finding where your customers are)**

1. Click **Advanced Search**
2. Use the left column **Geography** to filter the results, try the following:
   1. City/State: search West Chester
   2. County: Select, PA, Chester County
3. Click **update count** to see the number of results.
4. Click **Lifestyles** and Choose the most relevant lifestyles for your client’s consumers, and **view results**.
5. Check the top box which will select the first page. Click **downloads** and change download summary to **details**.

**List the name, address, and estimated house income of the first record**

[ ]

1. On the search result page again, click **heatmap**. Paste the heatmap here:

**[HEATMAP]**

**Search U.S. Businesses (to identify Competitors or Business Customers)**

1. Click **Advanced Search**
2. Use the left column Business **Type Keyword/SIC/NAICS**,
   1. Try to use keywords of the client’s business areas; if keywords are not easy to identify, choose **Major industry groups**.
   2. Try to use the NAICS code you identified earlier to find competitors; select **search primary NAICS only.**
   3. If your client can sell to businesses, what industry can they prioritize? For example, sell group photography service to dentist offices, then try dental office to find business clients.
3. Use **Geography** to filter the results
4. **Update counts** to get a sense of the size of the results, and click **view result**s.
5. Similar to the last step. **Download** a detailed first page.
6. On the search result page, click heatmap. Paste the heatmap here:

**[HEATMAP]**

**Congratulations! You’ve made it!**

Contact Grace Liu if you have any questions or encounter access issues at [yliu@wcupa.edu](mailto:yliu@wcupa.edu)