



## HOW TO REQUEST INFORMATION

- Tackle your most important information needs first, and ask just a few questions at a time. Process the information received, then ask follow up questions.
- Focus on solving a problem. Information comes in many forms; be flexible about how you can adapt data we provide to make a decision.
- Quality is better than quantity. If you're asking for a business list, keep your geography and industries focused. A more targeted list will yield better results.
- Primary research comes directly from the source (surveys, etc.). Secondary research comes from a published work. The Research Network doesn't do primary, but can access lots of secondary research.
- Sometimes the information you want just isn't available. In those cases, we can direct you on how to conduct your own primary research.
- If you've done research on your own, let us know where you've looked and what you've found.

# Research Network

## CONTACT US

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## THE RESEARCH NETWORK

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*Who are my competitors? Know any hot marketing ideas for my industry? How much do consumers spend on my product?*

For a business owner, obtaining the right information is as important as finding the right location, or getting the best price.

Since 1992, the New York SBDC has operated the Research Network. Its professional librarians have access to a wide variety of resources to meet your business challenges.

The Research Network subscribes to carefully selected information sources to provide you with the most relevant data. Librarians can also provide you with a list of additional outside resources.

With years of experience, Research Network librarians know how to conduct searches to get quality results.

## WHAT WE PROVIDE

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- Lists of suppliers or competitors in your market
- Data providing demographic information for your target area
- Tables and maps detailing consumer spending habits for your industry
- Regulatory, permit, or licensing requirements
- Industry profiles showing current trends
- Financial norms and ratios for your industry
- Preliminary patent or trademark searches
- Articles or book chapters on your industry, or how to better run your business
- And much more

## HOW IT WORKS

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- Discuss with your business advisor the information you need
- Your advisor will communicate your request to the Research Network
- A librarian will conduct research, with the results transmitted digitally

Requests can only be sent through your business advisor. Your advisor will work with you on how to use the information for your business or marketing plan, or whatever you're working on.

**Research Network services are absolutely free!**