

## GoForth's Guide to Business to Business (B2B) Market Research

Business-to-Business (B2B) markets are characterized much differently than Business-to-Consumer (B2C) markets. B2B markets involve more complex buying decisions, derived demand from B2C markets, fewer supplier options, smaller customer base, more personal relationships, more technical products, and the list goes on. So how do you go about gathering the market research needed to succeed in the B2B world? Follow the GoForth guide below to learn more...

### Statistics Canada

**Step 1:** Go to [www.statcan.gc.ca](http://www.statcan.gc.ca)

**Step 2:** Select **Business performance and ownership** from the "Browse by Subject" menu at the bottom of the main page.

**Step 3:** A list of subtopics becomes available so select the topic you'd like to explore (keep in mind that you should probably explore many of them throughout the research process).

**Step 4:** From the "Resources" listed, select one. Return to the list again when you're ready to explore the other resource options.

**Step 5:** Scan through the items available and click the link at the right-hand side of the page to read more.

**Step 6:** When the document you've selected appears, read the information to see if it's of use. If so, feel free to print the material for reference purposes in your business plan. If not, keep scanning for through additional data until you've compiled a sufficient amount.

If you decide to change subjects, the **subtopics menu** is always available at the left-hand side of the page. Select a new topic and repeat the steps again.

Also consider data available at the following Statistics Canada links:

### Financial Performance Indicators for Canadian Business

<http://www.statcan.gc.ca/daily-quotidien/100415/dq100415f-eng.htm>

### Canadian Business Patterns

<http://www.statcan.gc.ca/daily-quotidien/100730/dq100730d-eng.htm>



\*Note that these links direct you to information about the individual CD-ROM package available for purchase. If your local library has already paid for either of these databases, you can get all the information you need there...just call ahead to double check.

**Dunn and Bradstreet** - the leading global provider of credit, marketing and data solutions information for businesses of all sizes

**Step 1:** A great resource to consult as well is the Dunn & Bradstreet Canada website: [www.dnb.ca](http://www.dnb.ca).

**Step 2:** Select **Products** at the top of the page.

**Step 3:** Click on **Sales and Marketing**.

**Step 4:** Click the **Product List** tab and scan the list of available products. Options include:

- Business Directories
- Marketing Prospect List
- Market Insight
- First Research, etc.

These products do come at a cost but the information provided is well worth the money spent! There are a number of additional resources available on their site, including a list of FAQ's that would be worth reading through as well.

