

Market Research

WEBSITES

Canada Business www.canadabusiness.ca

Find market information by country or by industry sector
Business Start-up Assistant, instructions on how to begin your market research

Foreign Affairs and International Trade <http://www.infoexport.gc.ca>

Access current market reports, sector-specific news and trade events

Industry Canada www.ic.gc.ca

Search Canadian industry statistics by NAICS code, by product or by industry sector

ONLINE DIRECTORIES

Search the Directories to find suppliers and competitors

Greater Kitchener Waterloo Chamber of Commerce www.greaterkwchamber.com/

Cambridge Chamber of Commerce www.cambridgechamber.com/

Canada's Technology Triangle www.techtriangle.com/

Fraser's Canadian Trade Directory www.frasers.com

DATABASES & EBOOKS Access through KPL's eBranch

[CBCA Canadian Business](#)

Canadian business periodicals for business professionals, journalists, students, and teachers interested in business issues in Canada.

[Hoovers Company Information](#)

Information on 40,000 companies worldwide (primarily American). Provides competitors and access to articles.

[Reference Canada](#)

Look up business and industry profiles, company descriptions, executive directories, market research and more

[Gale Virtual Reference Library Business Plans Handbook](#)

A collection of 24 actual business plans compiled by, and aimed at, entrepreneurs seeking funding for small businesses in North America.

In Library Access Only

[Scott's Directories](#)

A comprehensive index of Canadian manufacturers, wholesalers and distributors.

[Mergent Industry Reports for Canada and the United States](#)

Comprehensive reports on the North American economy, including analysis of the market trends and the industry landscape.

BOOKS

Statistics

[FP markets: Canadian demographics](#)

KPL-Main Quick Ref
658 Fin 2009

Are your customers part of the Urban Gentry or Suburban Affluence? Find out which group your customers belong to and what interests them.



[Spending patterns in Canada](#)

KPL-Main Gov Doc
CA1 BS62 C202

What are Canadians spending their money on? And how much will they spend on your product?



[Market research handbook](#)

KPL-Main Gov Doc
CA1 BS63 C224

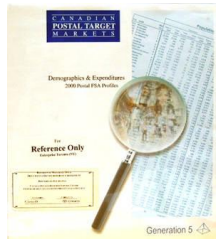
Statistics relating to the Canadian population and labour market



[Canadian Postal Target Markets](#)

KPL-Main Quick Ref
658.800971 Canad 2000

Statistics organized by postal code



NEED MORE INFO?

PHONE: 519.743.7502

EMAIL: askus@kpl.org

WEBSITE: **KPL's Great Sites Business**
<http://www.kpl.org/ebranch/sites/business.html>

Sign-up for an eNewsletter to stay informed on what's new in the **Business and Personal Finance** collection!

Kitchener Public Library

BOOKS

Directories

[Canadian directory of shopping centres](#)

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381.02571 Canad 2009



[Directory of associations in Canada](#)

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061.1 Direc 2009

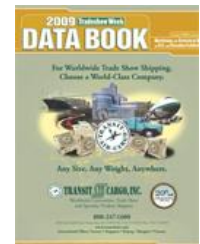
Find networking opportunities and connect with other businesses



[Tradeshow week data book](#)

KPL-Main Business Coll
659.1520257 Trade 2009

Discover places to advertise your new business and network



Local, provincial, national and international business directories also available



MAGAZINES

Exchange Magazine

www.exchangemagazine.com/

Back issues of Exchange are indexed and located in the Grace Schmidt Room

Historical files on local businesses and business leaders available in the Grace Schmidt Room

www.kpl.org