

Hit the Books, Market Research
How to Research What You Want To Do.
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Now that you have that entrepreneurial passion to start your business, the next question that should follow is: What do I want to do and how do I research it?

The plan of attack should start by doing some thorough research at your local library's reference section. Subscriptions to industry journals and other yearly reports are kept at the reference desk and can be quite insightful. Also, within libraries the most often overlooked sources of information are the research librarians on staff. They are knowledgeable in research applications and sources and can make your stay there more effective. Schedule a meeting with them if they are busy during your visit and come prepared with a list of questions next time. Also, do not overlook your local college libraries as they can often have scholarly publications which you may otherwise not be aware of. Leave no stone uncovered!

Another great source of research extends from conversations with industry experts and colleagues. Sometimes they can be a valuable source of idea generations and new sources of information that can then be better researched via other means. These informal conversations can be the start of a tangential topic that may otherwise never have been considered.

Lastly, the internet should be used during your research phase, but it is not as easy as typing a subject into a search engine and going thru the results. Remember that the same adage of "Don't believe everything you see on TV" needs to be applied to information found on the web. While on the internet particular attention should be focused on established business publications and newspapers that tend to have electronic archives ready to be search for any particular topic. Some publications and newspapers that come to mind are: The Economist, Business Week, the Wall Street Journal, and the New York Times.

By tapping into your local libraries, both municipal and academic, talking and networking with colleagues and like-minded individuals, and using the Internet in a focused way, you should be well on your way to deciding what you want to do.

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