

Tips on How to Write an Information Request:

- Tackle your most important information needs first, and ask just a few questions at a time. Process the information you receive, 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. Getting a more targeted list will yield better results.
- Avoid being overwhelmed by data. Focus your request on what you need most. Lengthy requests can result in too much information.
- Primary research comes directly from the source (surveys, etc.). Secondary research comes from a published work. The Research Network doesn't do primary research, 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.



RN-0815

The Research Network - Getting you the information you need to succeed

For more information, contact:

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Research Network Services

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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 State Small Business Development Center** has operated a business library called the **Research Network**. Its professional librarians have access to a wide variety of resources to meet your challenges.

The Research Network subscribes to carefully selected business information sources to provide you with the most relevant data. As an added benefit, a librarian can provide you with a list of supplemental outside resources.

With years of experience, Research Network librarians know how to conduct searches to get quality results. Best of all, Research Network services are absolutely free.



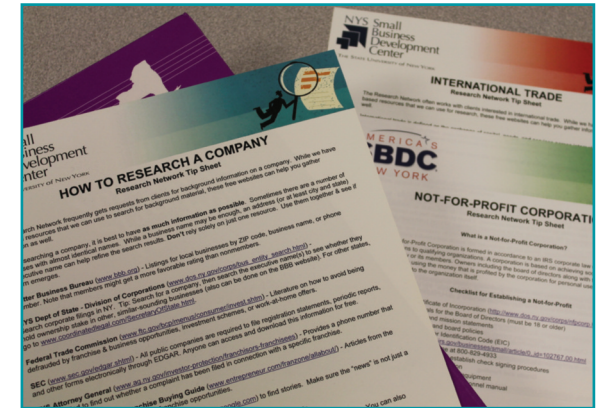
The Research Network Staff

Here's a sample of what the Research Network can provide:

- 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
- Names of venture capital and/or angel investment groups



Here's how it works:

- 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 packaged together into a single digital file which is e-mailed to your advisor

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.

Here's what some past SBDC clients have said about the Research Network:

- *"I want to thank you for the demographic study you prepared for me. I don't think I'd have gotten a better study even if I hired an outside firm to do it."*
- *"The things I request are the difficult things that I can't spend much time on. I have been getting excellent results."*