

## Research

*“Base Your Decisions on Fact Not Assumptions”*

One of the biggest failings of a new business venture is a lack of research. Many people start a business based on a gut feeling that the market wants what you want to give it. So how do you know this? What do you base your information on?

To conclude the information you need you must research all available data to help you make decisions that will ensure you commence a sustainable business.

There are two main reasons for doing research:

1. Does the market want what you want to give it?
2. What are your competitors offering/doing?

There are many ways to do research and the following are only a handful of options:

1. The Internet – searching using a break down of the components of your product or service.
2. Industry Associations – check the phone book to locate, also [www.pipers.co.nz](http://www.pipers.co.nz) and [www.kiwicareers.govt.nz](http://www.kiwicareers.govt.nz)
3. Local Councils and Economic Development Agencies.
4. Libraries.
5. Phone Books – Yellow Pages, White Pages and Local Directories. Take the opportunity to check what your competitors are not saying. Look for your niche.

6. Business Directories – examples  
[www.ubd.co.nz](http://www.ubd.co.nz) or [www.kompass.co.nz](http://www.kompass.co.nz)
  
7. Government Agencies  
Exporting  
New Zealand Trade and Enterprise  
Chamber of Commerce [www.chamber.co.nz](http://www.chamber.co.nz)  
Biz website [www.biz.org.nz](http://www.biz.org.nz)  
  
Importing  
Customs [www.customs.govt.nz](http://www.customs.govt.nz)  
Biz website [www.biz.org.nz](http://www.biz.org.nz)  
Freight Forwarders  
Importer Institute [www.importers.org.nz](http://www.importers.org.nz)  
Biz website [www.biz.org.nz](http://www.biz.org.nz)  
Global sourcing [www.globalsources.com](http://www.globalsources.com) / [www.go4worldbusiness.com](http://www.go4worldbusiness.com)
  
8. EMA – Employers and Manufacturers Association  
Good for information concerning staffing issues and workshops.
  
9. Statistics New Zealand website [www.stats.govt.nz](http://www.stats.govt.nz)
  
10. Market Surveys