

# BSNS 440: Market Research

Prof. Perez

Fall 2020 Clients: Beggars Pizza & Tinder Dating App

## In-class demonstration

Class page, [https://library.olivet.edu/subject-guides/business\\_marketing/bsns440/index.php](https://library.olivet.edu/subject-guides/business_marketing/bsns440/index.php)

[Library.olivet.edu](https://library.olivet.edu) → [Subject Guides](#) → [Business](#)

What to search for	Database/website	Notes
<ul style="list-style-type: none"> <li>• “Company info”</li> <li>• industry info</li> <li>• demographics</li> <li>• raw materials-global market</li> <li>• OUTLOOKS</li> </ul>	<u><a href="#">Statista</a></u>  <u><a href="#">Wall Street Journal</a></u> <u><a href="#">Economist</a></u>	Beggars Pizza/ Pizza – can use charts with citation – comparisons Sources for ingredients  Tinder dating/online dating
Company info News	<u><a href="#">Nexis Uni</a></u>	Choose Company Info –Tinder – all company Beggars Pizza - more options
Academic research	<u><a href="#">Google Scholar</a></u>	Search across our databases for scholarly research
Marketing info	<u><a href="#">WARC</a></u> World Advertising Research Centre	Tinder online dating – note categories on left Beggars – go industry – pizza franchise <b><u><a href="#">Brand identity &amp; image</a></u></b>  <i>Short-term subscription, pending high student usage. Available through Fall 2020 only.</i>
News Competitors	<u><a href="#">Yahoo Business</a></u>	
Economic trends	<u><a href="#">ABI Inform &amp; others</a></u>  <u><a href="#">JP Morgan Research</a></u>	<u><a href="#">JP Morgan Research</a></u> covid -limited access, June- Sept. 2020

How to search for Industry knowledge:

- Overview
- News
- Company profiles
- Other industries
- Build portfolio/investments
- Research reports