

List of market research and business plan websites **Provided by Dana Wolcott and Greg Foust**

Market Research companies have free reports, search for ‘consumer products market research’ There are several more than those listed here.

In-Stat free research reports and white papers:

<http://www.instat.com/whitepapers.asp>

A free research forum with searchable topics:

<http://forum.researchinfo.com/forumdisplay.php?f=18>

A general business statistics website:

<http://www.business.gov/expand/business-data/business-statistics.html>

A website with all sorts of demographic and population statistics:

<http://www.business.gov/expand/business-data/demographics.html>

Forrester Research has a free research section if you register:

<http://www.forrester.com/Research/Document/Excerpt/0,7211,45583,00.html>

Mintel insight + impact has a student research site called Mintel Oxygen Academic that can be accessed through the college Librarian:

<http://www.mintel.com/oxygen-academic>

Frost and Sullivan also offer a free trial subscription with free research:

<http://www.frost.com/prod/servlet/frost-home.pag>

TNS Global Consumer has some free reports:

<http://www.tnsglobal.com/market-research/fmccg-research/consumer-research/>

Wikipedia website discussing market research goals, process and information:

http://en.wikipedia.org/wiki/Marketing_research

An article on process from Accenture:

http://www.accenture.com/NR/rdonlyres/9B54FD43-5175-4E24-9333-A8040A735B27/0/ConsumerProductsGroupPoV_103008_fnl.pdf

McKinsey Reports available free with registration

<https://www.mckinseyquarterly.com:443/home.aspx>

Free Market Research through MarketWikis

<http://www.prweb.com/releases/2007/10/prweb557494.htm>

Free Market Data with sign up

<http://www.infotechrends.com/freedemo.htm>

Several types of data from free trials

<http://www.claritas.com/claritas/Default.jsp?ci=1&pn=freeinfo#sr>

These are government based resources that require some digging

Department of Commerce:

<http://www.commerce.gov/>

<http://www.eda.gov/Research/ResearchReports.xml>

<http://tse.export.gov/>

http://www.bea.gov/industry/gpotables/gpo_action.cfm?anon=109783&table_id=24759&format_type=0

Economic profiles of US by county – Livingston County, NY:

http://www.stats.indiana.edu/uspr/a/us_profile_frame.html

Unlocking Rural Competitiveness:

<http://www.ibrc.indiana.edu/innovation/data.html>

Library of Congress:

<http://www.loc.gov/rr/business/businfo1.html>

NYS Library online:

<http://www.nysl.nysed.gov/business/onsitedb.htm>

NYS Department of Agriculture and Markets:

<http://www.agmkt.state.ny.us/GROWNY/funding.html>

Organization for Economic Co-Operation and Development:

http://www.oecd.org/statsportal/0,3352,en_2825_293564_1_1_1_1_1,00.html

International Monetary Fund:

<http://www.imf.org/external/datamapper/index.php?db=MEIIFS>

Sample business plans:

More than 500 free sample biz plans:

http://www.bplans.com/sample_business_plans.cfm

Grand Valley State University sample plans:

<http://www.gvsu.edu/misbtcd/index.cfm?id=7C14D071-0515-5F9C-EB7C26E2ECA70535>

Entrepreneur.com biz plans:

<http://www.entrepreneur.com/businessplan/a-z/>

Cornell University sample small premium winery biz plan:

<http://www.agrisk.cornell.edu/DOWNLOAD/BUSINESS/Example2.pdf>