

Market analysis – desk research

<i>Knowledge of ...</i>	<i>Primary sources</i>	<i>Secondary sources</i>
Companies	<ul style="list-style-type: none"> - Company homepage - Company information databases 	<ul style="list-style-type: none"> - Marketing databases - News media
Market size	<ul style="list-style-type: none"> - National statistics - International organizations 	<ul style="list-style-type: none"> - Marketing databases - News media
Customers – descriptions & data (B2C, B2B, B2G)	<ul style="list-style-type: none"> - Field research - National statistics - International organizations - Company information databases 	<ul style="list-style-type: none"> - Marketing databases - Books, reports - Journal articles - News media
Product/service The industry	<ul style="list-style-type: none"> - Company information databases - Industry associations - Governmental departments - National statistics 	<ul style="list-style-type: none"> - Marketing databases - News media
Economic development in the country (data + describing analysis)	<ul style="list-style-type: none"> - National statistics (data) - International organizations 	<ul style="list-style-type: none"> - Marketing databases - News media - Books, reports
Law	<ul style="list-style-type: none"> - Government / ministries - www.doingbusiness.org (World Bank) 	<ul style="list-style-type: none"> - Books
Logistics (Infrastructure / Distribution)	Infrastructure: <ul style="list-style-type: none"> - Governmental departments (Ministry of Transports etc) - International organizations 	Distribution: Marketing databases (look for 'Retailing') Infrastructure: International business advisors (KPMG, PWC etc)
Culture (+ other 'soft aspects')		<ul style="list-style-type: none"> - Books - Journal articles - News media