Market Research – The Easy Way!

Market research assistance is available at Washtenaw Community College’s Bailey Library and the Entrepreneurship Center for WCC students and any Washtenaw county resident. There are three ways to utilize the expertise of WCC’s Business Librarians:

1) **Drop-in Market Research Librarian consultation hours at The Entrepreneurship Center.**

First Monday of the month, 10:00 am – 11:30 am  
Third Tuesday of the month, 10:30am – 12:00pm

Want to pinpoint information about your area of business? Want to learn about potential customers and where they’re located? Want to pick a good geographical location for your business? Walk in and talk to a business librarian to learn how to use the library’s databases to access all this information and more. No registration necessary. For more information call 734-249-5880 or email entrepreneurship@wccnet.edu.

2) **Individual consultation with a librarian on basic business information research.**

Consultations allow you access to resources and information specific to your industry and customer base. Informal counseling helps you understand how to get business information from the many databases provided by WCC.

Business librarians will help you learn how to use them to get the information you need for research, general knowledge of your industry and your typical customers, as well as ideas of start-up costs. To request individual consultation on basic business information research, please fill out the online Individual Consultation Request Form (http://www.wccnet.edu/resources/library/small_business_consultation/) or call 734-973-3379.

3) **Bi-monthly market research workshops in a computer lab environment.**

This workshop provides hands-on research instruction to help you answer questions such as:

- What do businesses look like in my area of industry, and what are the current trends and future growth possibilities?
- What are typical start-up costs in my business area?
- Who is my competition locally, regionally and nationally?
- What are the current openings in the market?
- Who are my customers and what do they look like so I can market directly to them?
- Where are my customers located?

All workshops held at Washtenaw Community College, Bailey Library, Gunder Myran Building, Room 118. On Fridays from 10:00am - 12:00PM. **Upcoming workshop dates: January 29, 2016; March 05, 2016; May 20, 2016; July 29, 2016**

To register for a market research workshop, please fill out the online Market Research Workshop Registration Form (http://www.wccnet.edu/resources/library/market_research_workshop/) or call 734-973-3379.