

What's New

Are you in need of market research? Through VISTA, *The Business Link* Research Services offers your incubator, your clients and your community customized market research support.

Upon request, the research services that can be offered are outlined below:

1. **Business Patterns Reports**
 - ⇒ With access to up-to-date statistical reports, VISTA can offer a detailed current and past analysis of industry movements at the NAICS 3-digit level
2. **Trends Data**
 - ⇒ Industry and consumer trends reports
 - ⇒ Country risk information for international trade
3. **Competition Data (regional, national and global)**
4. **Market Segmentation Studies**
 - ⇒ Demographic
 - ⇒ Geographic
 - ⇒ Lifestyle data for select areas
5. **Industry Ratios and Norms**
 - ⇒ Success rates for companies in most business categories as well as typical financial statements - balance sheet, income and expenses
6. **Price Range Data**
 - ⇒ Typical price ranges for similar products and services in the open market
7. **Regulations and Barriers to Entry**
 - ⇒ Regulations that affect market entry of a new product
 - ⇒ Referral services for import/export product barriers
 - ⇒ Sample contract agreements, domestic and international, including typical warranties and guarantees

VISTA also offers **Funds Find**: a comprehensive guide through all the provincial and federal financial support services offered to rural Alberta economic development initiatives.

Research Services Fee Structure (for communities and incubators working with VISTA):

- ⇒ First hour on any research service is **FREE**
- ⇒ Hourly rate: \$60/hr.
- ⇒ Rates accrue in 1/2 hr. increments

Note: Additional fees may apply

For more information, please contact:

André Routhier
VISTA Team Leader
Phone: 780 422-7707
Email: andre.routhier@canadabusiness.ab.ca

The Business Link Business Service Centre

Business Information Line: 1 800 272-9675
100 - 10237 104 St. NW, Edmonton, Alberta T5J 1B1
250 - 639 5 Ave. SW, Calgary, Alberta T2P 0M9