



Market Research Tools

SME Benchmarking

Shows averages for revenue levels and expenses of any given industry, based on NAICS codes. This information can be separated into quartiles, and also shows the percentage of profitable/unprofitable businesses in the industry.

www.canada.ca/en/services/business/research.html

LEDC

Maintains a London Business Directory with detailed information on the companies included.

www.ledc.com

FedDev Ontario Small Business Services

Part of the Federal Economic Development Agency for Southern Ontario, this free service allows entrepreneurs to call Small Business Services for any business inquiries, and secondary market research data.

www.sbs-spe.feddevontario.canada.ca/en

Biz Pal

Useful as a source to doublecheck that an entrepreneur has considered all of the licenses and permits required before launching their business.

www.bizpal.ca

Post Office

Allows you to search postal code maps and mail carrier routes. I recommend using the “Precision Targeter” tool to help combine demographic information into unaddressed mail campaigns.

www.canadapost.ca

Realtor.ca

Allows users to search for commercial properties to lease or buy.

www.realtor.ca

Statistics Canada

Large amounts of data available, separated into different topics. I recommend using the tab on the home page entitled “browse by key resource” to find the most relevant information.

www.statcan.gc.ca/eng/start



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Industry Canada

Information on licensing, financing, and a link to CIPO for Intellectual Property concerns.

www.ic.gc.ca

Ministry of Economic Development, Job Creation and Trade

Information about the services MEDJCT provides.

www.ontario.ca/page/ministry-economic-development-job-creation-trade

Yellow Pages: www.yellowpages.ca

The Yellow Pages can identify a great deal of important information such as:

- Number of competitors you have
- Their contact information – visit or call them
- How many are located in your target market area