

Website Links – Chapter 5

The section 'Useful sources of information for entrepreneurs' contains many useful web-links and other sources of information. In addition see the following:

researchInfo.com

<http://www.researchinfo.com/>

Free marketing research resources.

Experian

http://www.experianbi.co.uk/microsites/Why-B2B-Researcher/features-benefits.aspx?&gclid=CKKx3r_d6p8CFVpb4wodZXSWXg

Market information, 50 free records with a 7 day free trial.

Imperial University

<http://www3.imperial.ac.uk/entrepreneurship/newventure/ideas/ihaveanidea/marketresearch>

Lists a range of sources that can be used to gain market research.

Smarta.com

<http://www.smarta.com/advice/business-planning/market-research/understanding-market-research>

Guide to understanding market research.

Smarta.com

<http://www.smarta.com/advice/suppliers-and-trade/import-and-export/how-to-research-international-markets>

Guide to researching international markets.

Smarta.com

<http://www.smarta.com/advice/business-planning/market-research/defining-your-market>

Guide to defining your market.

Smarta.com

<http://www.smarta.com/tools/start-a-business/develop-your-idea>

Guide to developing your idea

Smarta.com

<http://www.smarta.com/advice/business-planning/market-research/understanding-market-research>

Guide to researching your idea

startups

<http://www.startups.co.uk/6678842909797185442/what-is-market-research.html>

Defining market research.

QuestionPro

<http://www.questionpro.com/sample-questionnaire.html>

Free templates for surveys and questionnaires.

General guides

www.direct.gov.uk

Single entry point to over 1,000 Government web sites (inc. DTI; businesslink; ukonlineforbusiness; companies-house)

www.eubusiness.com

Market intelligence - from Mintel International

(www.mintel.co.uk)

Key Note Reports

www.keynote.co.uk

Kelly's Business Directory

www.kellys.co.uk

Key British Enterprises (Dun and Bradstreet

www.dnb.com

Kompass

www.kompass.co.uk

UK Banks offer advice and industry data for SMEs; see for example

www.barclays.co.uk/business

www.hsbc.co.uk

www.natwest.co.uk

www.lloydstsb.co.uk

Venture Navigator – an excellent site for evaluation of ideas and other help:

<http://www.venturenavigator.co.uk/>

The Microsoft web site on www.microsoft.com is a popular source of information or www.bcentral.co.uk which is the site for Microsoft's smaller business customers.

www.smallbiz.uk.com aims to provide quick and easy practical help and information.