

## Secondary Market Research Tutorial – Getting To Know Your Industry Module 3: Planning Your Industry Research

### Planning Your Industry Research Worksheet

Step 1. Identify your industry. Check for a [NAICS](#) (North American Industry Classification System) code. Refer back to the NAICS handout or the Module 3 video if needed.

Step 2. Formulate your research questions

What information do you want to obtain? Review the video for typical questions that industry research can answer.

Step 3 Develop your search strategy

3a. Prioritize your research questions.

3b. Try to identify who might research and publish the information you're looking for. Then select a starting point for your research: a search engine, specific websites, types of databases. Module 4 will help you as you launch your search.