

## APPLICATIONS PAPER

### Option 1—Secondary Market Research

Based on the sources that you identified for the Library Database Resource List assignment and/or other books and articles you have identified since, please discuss the significant issues you see from your research. You should cite at least fifteen sources. Relevant issues will vary among ventures, but some issues that may be of interest are:

- Characteristics, resources, and potentials of direct or indirect competitors for your venture;
- The extent of dissatisfaction with the current situation or offerings among members of the target market;
- The ability and willingness of the target customers to pay for the product;
- Societal and/or other environmental changes that may favor or complicate the proposed offering; and
- Issues of technological feasibility.

Your discussion should emphasize issues of managerial importance—considerations in whether and how you might introduce this product. The [managerial implications](#) should be discussed explicitly.

#### CHECKLIST:

- ✓ The paper starts with a brief reminder of the proposal description (no more than five lines).
- ✓ The research is based on legitimate books, periodicals, and other quality and objective materials. Most web sites not associated with quality periodicals are *not* acceptable.
- ✓ At least fifteen sources have been cited.
- ✓ All sources are clearly cited. A citation includes at least the author(s)' name(s), if available, the year of publication, and article title (if applicable). **A hyperlink is NOT a legitimate citation!**
- ✓ [Managerial implications](#) are highlighted.
- ✓ Reasoning for conclusions is clearly articulated.
- ✓ Any assumptions are clearly identified.
- ✓ The term "etc." (or other ambiguous terms) is *not* used.

A draft of the evaluation form for this assignment is available on the course web site but is subject to revision.