

ENTR 2P91: Sources & Strategies for Feasibility Analysis Research

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Business Librarian
James A. Gibson Library
Brock University



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Updated: September 22, 2021



Feasibility Analysis Research Presentation Agenda



1. What is F.A.R.?

2. ENTR 2P91 Research Guide



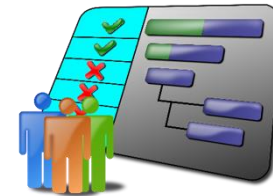
3. Ideas



4. Product/Service Feasibility



5. Industry/Target Market Feasibility



6. Organizational Feasibility

Feasibility Analysis Research Presentation Agenda



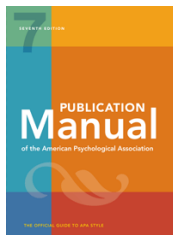
7. Financial Feasibility



8. Sample Feasibility Reports



9. Evaluating Sources



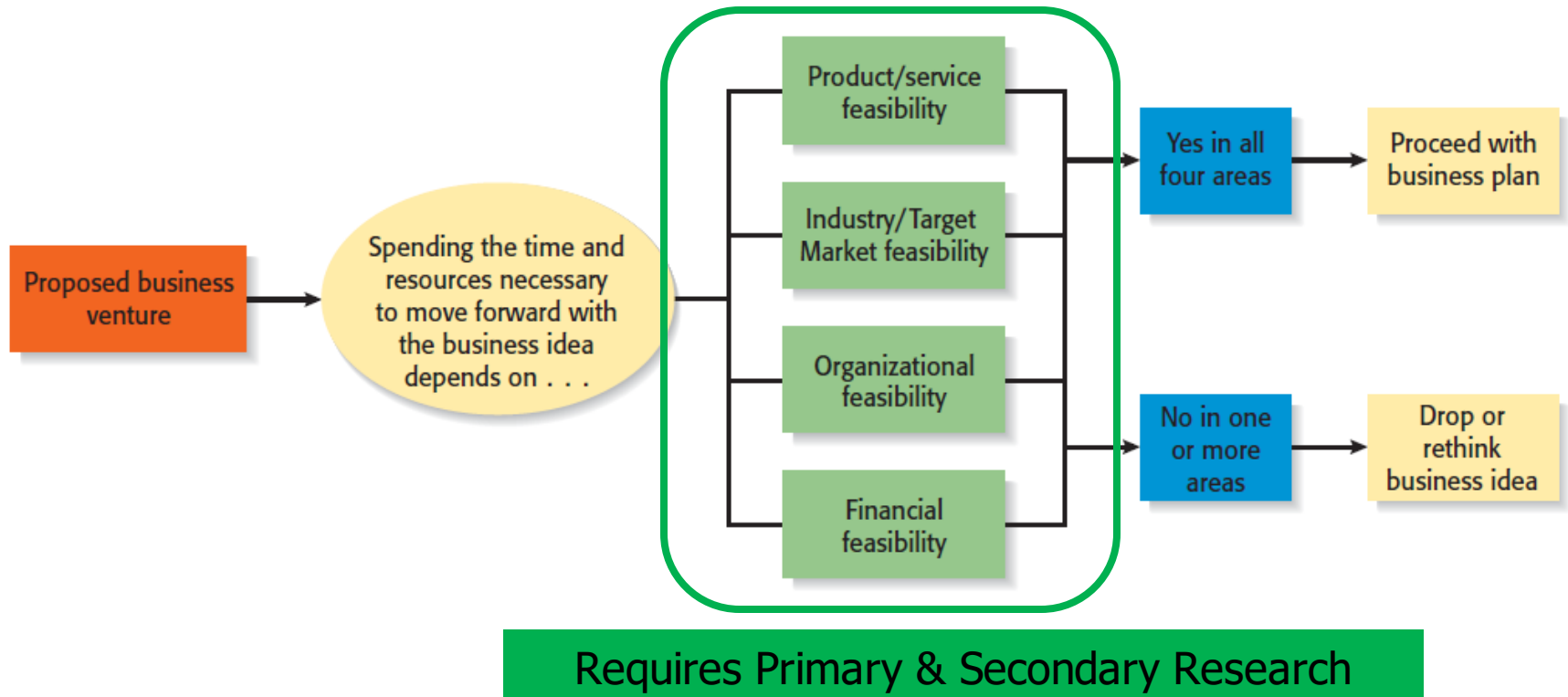
10. APA Style



11. Getting Help



What is Feasibility Analysis Research?



Adapted from Barringer & Ireland (2012). Figure 3.1 Role of Feasibility Analysis in Developing Successful Business Ideas

The ENTR 2P91 Research Guide: What is it? How to find it?



**ENTR 2P91
Research Guide**



**GPS for the Entrepreneurship
Information Ecosystem**

<https://researchguides.library.brocku.ca/entr2p91>

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James A. Gibson Library	8am – 9pm
Archives & Special Collections	9:30am – 4:30pm
Digital Scholarship Lab	10am – 4pm
Makerspace	By Appointment
Maps, Data & GIS Library	10am – 4pm
Ask Chat	10am – 5pm

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Undergraduate Course Guides

Looking for course-specific research help? Here are the course-specific research guides that I have created to assist students with research tasks associated with class assignments. They are listed by course code with separate listings for undergraduate and graduate courses.

- [ENTR 2P51: Entrepreneurship Basics](#)
by [Linda Lowry](#) Last Updated Sep 2, 2021 362 views this year
- [ENTR 2P91: Entrepreneurship](#)
by [Linda Lowry](#) Last Updated Sep 2, 2021 19452 views this year
- [ENTR 3P98: Family Business](#)
by [Linda Lowry](#) Last Updated Sep 15, 2021 760 views this year
- [ENTR 4P10: Planning New Venture Creation](#)
by [Linda Lowry](#) Last Updated Sep 2, 2021 228 views this year
- [ENTR 4P93: International Entrepreneurship](#)
by [Linda Lowry](#) Last Updated Sep 2, 2021 314 views this year

**Click on the
link for
ENTR 2P91**

ENTR 2P91: Entrepreneurship

A brief guide to conducting research for your assignments.

HOME

Getting Started With
Entrepreneurship Research

What Is Your Research Task?

Other Helpful Research
Guides

STARTUP ECOSYSTEM

IDEA GENERATION

PRODUCT / SERVICE ANALYSIS

INDUSTRY & MARKET ANALYSIS

NAICS CODE HELP

ORGANIZATIONAL FEASIBILITY

FINANCIAL FEASIBILITY

FEASIBILITY REPORTS & BUSINESS
PLANS

EXPLORE BUSINESS MODELS

FIND ACADEMIC RESEARCH

PITCH YOUR IDEA














HOW TO EVALUATE SOURCES

APA STYLE

GET HELP / BOOK A
CONSULTATION

Navigate through the Research Guide using the page links on the left, or the clickable icons.

What is your research task?

	Explore the startup ecosystem		Explore Business Models (includes Social Enterprises)
	Generate Ideas for a new business opportunity		
	Assess Product/Service feasibility		Find Academic Research
	Assess Industry/Target Market feasibility		Pitch Your Ideas
	Assess Organizational Feasibility		Evaluate Information Sources
	Assess Financial Feasibility		Get APA Style Help
	Find feasibility reports or business plans		

Idea Generation & Opportunity Recognition



- ☐ Observe Trends
- ☐ Solve a Problem
- ☐ Find Gaps in the Marketplace



You may already have your own idea, or you may still be looking for the best opportunity...

COVID-19 (Coronavirus) and Beyond: Insights, Trends, & Opportunities

- **COVID-19: A data perspective (Statistics Canada)** Open Access

A series of articles on various subjects which explore the impact of COVID-19 on the socio-economic landscape. New articles will be released periodically.

- **Industry Insider Blog (IBISWorld)**

Industry-focused analyst insights with global coverage, including the impact of COVID-19. For industry reports, see the IBISWorld Industry Market Research Database. Brock subscribes to the Canada, US, and China reports.

- **Canada News (Mintel.com Blog)**

Consult the Library's Mintel Academic database for available reports & analysis.

- **Euromonitor Insights**

News & insights on consumers, industries, and themes including the impact of the Coronavirus on markets and industries. Consult the Library's database for available reports & analysis.

- **Daily Infographics (Statista)**

Infographics (chart & image) on various subjects. Consult the Library's database for available reports & analysis.

**Let's look
an insight
from
IBISWorld**

General Insights Trends & Opportunities

- **Consumer Spending Tracker (RBC Economics)** Open Access

- **Google Trends: Explore What the World is Searching** Open Access

- **Flux Trends Observations**

- **Trend Reports (Wunderman Thompson Intelligence)**

Reports on top trends from Wunderman Thompson Intelligence (a global practice for data, research, insight, trends and innovation).

- **Best Industries for Starting a Business (Inc.)**

The most promising ground floor opportunities, as selected each year by Inc. Magazine.

The Rising Popularity of Meal Kit Delivery Services in Canada

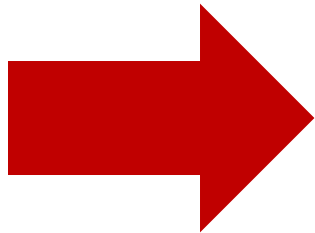


Eva Koronios

Lead Analyst • Canada

Lead analyst in IBISWorld's New York office

November 30, 2020 • 3 min read



**This looks
promising...**

Despite the Canadian economy's broader challenges, the performance of operators, such as HelloFresh, in the meal kit delivery space demonstrates this fledgling industry's growth. Moving forward, the rising popularity of meal kit delivery services in Canada is expected to continue, serving as an example of the revolutionizing effects of technological innovation and a new business model among a core economic sector.

Product/Service Feasibility



- ☐ Product/Service Desirability

- Concept Test

- ☐ Product/Service Demand

- Buying Intentions Survey



- ☐ Secondary Research

- Find Evidence of Likely Demand
 - Consult Business, Industry, & News Sources

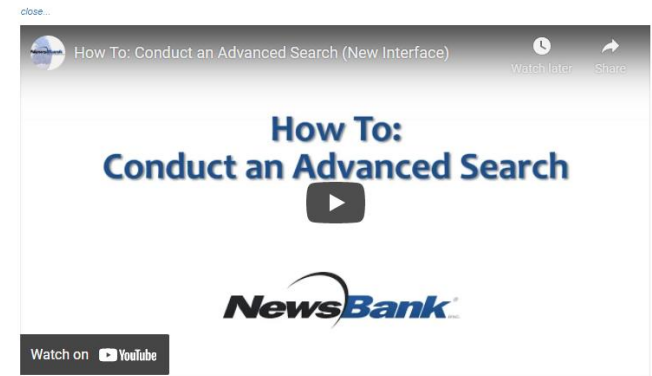
Recommended Library News Databases:

- [Omni Newspaper Search](#) ⓘ
[more info...](#)
- [Access World News](#) ⓘ
[more info...](#)
- [Factiva](#) ⓘ
[more info...](#)
- [Nexis Uni](#) ⓘ
[more info...](#)

Linda's Tip: Not sure how to search library databases? [more info...](#) links to a brief "how to" video tutorial

Recommended Library Business Databases

- [ProQuest One Business](#) ⓘ
[more info...](#)
- [Business Source Complete](#) ⓘ
[more info...](#)
- [Canadian Business & Current Affairs Database](#) ⓘ
[more info...](#)



good natured® Takes a Bite Out of the Growing Meal Kit Industry



September 9, 2021 | Canada Newswire (Canada)

1174 Words



Read News Document



VANCOUVER, BC, Sept. 9, 2021 /CNW/ -good natured Products Inc. (the "Company" or "good natured®") (TSXV: GDNP), a North American leader in earth-friendly plant-based products, highlightstwo additional specialty meal kit providers that have partnered with good natured® to increase the use of sustainable packaging in the growing meal kit industry.Meal kit services tackle the quickly emerging demand for higher quality convenience eating and is estimated to be a US \$11.6 billion market by 2022*. Similar to the sustainable goods market, demand for meal kit services is highest amongst millennials,** who also expect the companies they do business with to make environmentally conscious choices where possible. The Company is gaining traction amongst plant-based meal kit providers that serve customers who are choosing to eat differently for health reasons and to reduce their impact on the planet. Offering eco-friendly packaging to this customer group meets their expectation of using more annually renewable resources and removing potentially harmful chemicals from the food packaging industry.

Industry/Target Market Feasibility



- Industry Attractiveness
 - Assess broad industry at the 5 digit NAICS code level



- Target Market Attractiveness
 - Assess the specific (niche) market within the broader industry
- Market Timeliness
 - Assess 'window of opportunity' and timeliness of market entry



Industry / Competitive Landscape

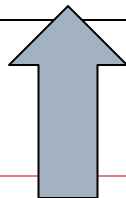
1. Investigate the Industry / Competitive Landscape

You can learn more about industries and the competitive landscape by consulting published industry reports. Start by first identifying the relevant **NAICS Industry Code**, and then consult these Library Databases:

- **IBISWorld Industry Research Database** ⓘ
- **First Research Industry Profiles (via Mergent Intellect)** ⓘ

Please refer to the **Company & Industry Research Guide** for detailed guidance and sources to help you research industries, identify competitors, and gain a deeper understanding of industry attractiveness.

- **Company & Industry Research**
by **Linda Lowry** Last Updated Sep 15, 2021 10099 views this year



Linda's Tip: Remember to check company directories to find competitors

NAICS Code Example

492210 - Local messengers and local delivery

This Canadian industry comprises establishments primarily engaged in providing messenger and delivery services of small parcels within a single urban area.

Illustrative example(s)

- bicycle messenger and delivery service
- delivering food for a restaurant
- liquor delivery services (dial-a-bottle)
- local delivery service, small parcels

All examples

Inclusion(s)

- delivering letters and documents, such as legal documents, often by bicycle or on foot
- delivering small parcels, such as take-out restaurant meals, alcoholic beverages and groceries, on a fee basis, usually by small truck or van

- ❑ Our subscription includes:
 - Canada Industry Reports (NAICS); Canada Industry Provincial Reports (Ontario); Canada Business Environment Profiles
 - US Industry Reports (NAICS) & US Specialized industry reports
 - China Industry Reports
- ❑ Each report covers industry performance & outlook, products & markets, competitive landscape (Porter's Five Forces), operating conditions, cost structure, key statistics.

Start Your Search Here

🔍 Search by industry, keyword, company or code

Search

Recently Viewed Reports

[49222CA - Couriers & Local Delivery Services in Canada](#)

This report combines two separate industries: the Couriers industry and the Local Messengers and Delivery Services industry. Couriers are establishments...

Industry Canada

[OD6152 - Meal Kit Delivery Services](#)

Companies in this industry distribute meal kits that contain pre-portioned ingredients and instructions that consumers use to cook at home. This indus...

Specialized Industry US

[61131aCA - Colleges & Universities in Canada](#)

The Colleges and Universities industry in Canada provides public and private postsecondary education services. Industry institutions grant certificate...

Industry Canada

[45331CA - Used Goods Stores in Canada](#)

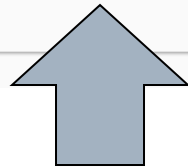
The Used Goods Stores industry in Canada collects or purchases used merchandise and sells these goods directly to consumers. The industry includes thr...

Industry Canada

[CA101 - Per income](#)

Per capita disposable income represents the average income of...

Business E



- There may not be Canadian reports for new or specialized industries – like Meal Kit Delivery Services.
- You can still gain valuable insight from analysis of the US industry!

First Research Industry Reports (via Mergent Intellect Database)

- Analysis of over 1000 industry segments
 - Key statistics and analysis on competitive landscape, operating conditions, industry trends & opportunities, & more
 - Global coverage



Industries
Your Starting Place**North America**
Regional Info**Sales & Marketing**
Customize Communications**Industry Prospector**
Industries by Metrics**International**
Global Content

Industry Search

Search for Industry Intelligence to Open Doors and Close Deals

Search



Search by Keyword or Industry Code

- Construction and Real Estate
- Government, Education, Recreation
- Finance and Insurance
- Retail
- Food and Agriculture
- Services

- Health Care
- Manufacturing
- Technology and Communications
- Transportation, Energy, Storage
- Wholesale

Browse Industry Profiles

- A thru F
- G thru L
- M thru R
- S thru Z

Casual Restaurants

7.26.2021

New! [View More News & Social](#)

NAICS CODES: 722511

SIC CODES: 5812

Remember to research related industries!

Industry Overview

Companies in this industry provide food services in casual atmospheres to seated patrons who are served by wait staff and pay after eating. Major companies include Brinker International, Darden Restaurants, Dine Brands Global, and Outback Steakhouse (all based in the US), along with Recipe Unlimited (Canada), The Restaurant Group (UK), and Skylark Holdings (Japan).

Worldwide food service revenue, which includes revenue for casual restaurants and other types of dining establishments, totals more than \$3 trillion a year, according to Technomic. The Asia/Pacific region, North America, and Western Europe are the largest food service markets, per Euromonitor International. Latin America and the Middle East/Africa region are leading growth markets for the food service sector.

The US full-service restaurant industry, which includes casual restaurants, comprises about 290,000 establishments (single-location companies and units of multi-location companies) with combined annual revenue of about \$265 billion.

Competitive Landscape

Casual restaurants are adopting new technologies and services to compete for consumers who increasingly value convenience. Mobile payments, online ordering, and home delivery are becoming more commonplace. **Pricing** is also becoming a more important issue as customers are able to choose from a growing variety of dining options, including pre-packaged meals from outlets such as grocery stores, convenience stores, and coffee shops. Full-service restaurants also compete with fast-food and other limited-service restaurants, fine-dining establishments, and specialty eateries. Emerging competitors such as providers of **subscription meal kits** could further disrupt the industry in the future.

Company Directories, Databases & Statistics

You can identify competitors using a variety of business or company directories, databases, and web sites. You can often identify competitors within the same industry by searching by NAICS code or by keywords in the NAICS description.

Statistics (website):

- **Canadian Business Counts (Statistics Canada)**  Open Access

"Canadian business counts—previously called Canadian business patterns—provide counts of active businesses by sector (two digit NAICS industry classification) and employment-size categories for Canada and the provinces and territories" (Source: Statistics Canada)

Canadian Company Directories (Library Databases):

- **Company Profile Canada (via Nexis Uni)** 
- **Report on Business Company Profiles (via Nexis Uni)** 

Global/International Company Directories (Library Databases):

- **Mergent Intellect**  **Alumni Access**
- **Mergent Online**  **Alumni Access**
- **Factiva** 
more info...
- **Nexis Uni** 
more info...

**Links from the
Company &
Industry
Research Guide**

<https://researchguides.library.brocku.ca/company-industry/company-directories>

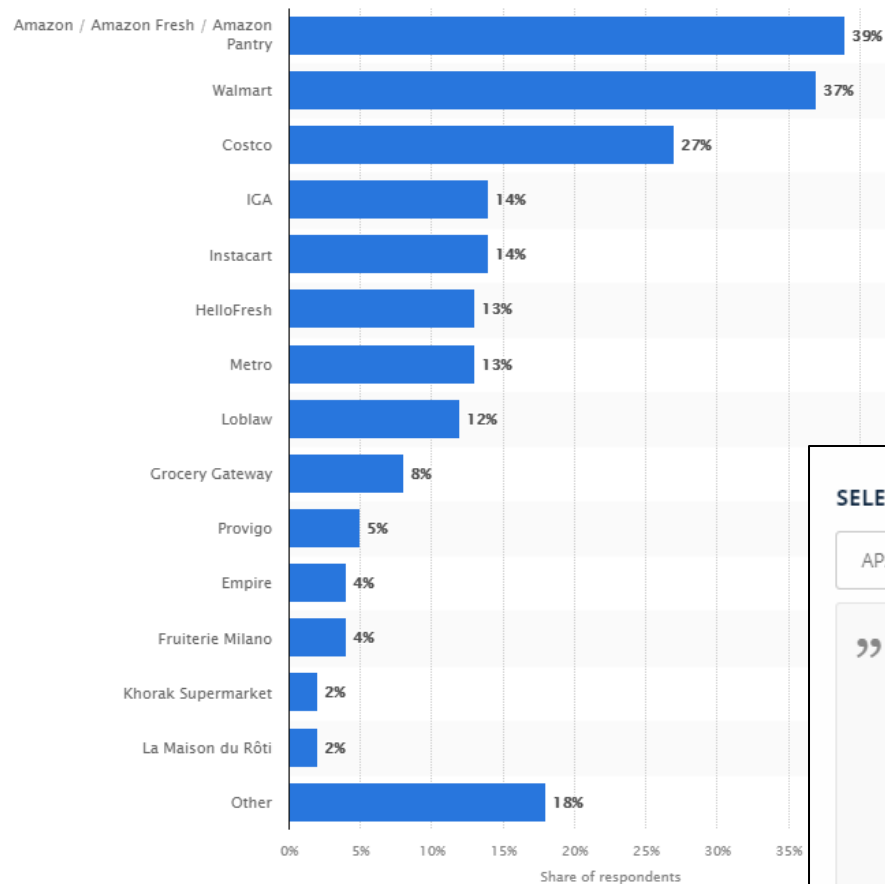


Define Your Target Market

- Recommended Library Databases:
 - Statista
 - Mintel Academic
 - Passport
- Gather Data On Your Target Market
 - Socioeconomic & Demographic Data
 - Sales, Market Share, & Spending Data

-
- ❑ Statistics and facts on topics, industries, markets, brands, consumers, & more. Global Coverage.
 - ❑ Expert Tools: Consumer, Digital, & Mobility Market Outlooks, Business Plan Export
 - ❑ Great data source on mobile apps

From which of these providers have you ordered groceries, beverages or meal kits online in the past 12 months?



[Collapse statistic](#)

Details: Canada; 6 Apr to 14 Jun 2021 and 6 Jan 2021 to 17 Mar 2021 and 16 Jul 2020 to 1 Sep 2020; 836 respondents; 18-64 years; respondents who ordered groceries or beverages online

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FAQ

Source

Statista Global Consumer Survey

Survey by

Statista

Survey name

Global Consumer Survey 2021

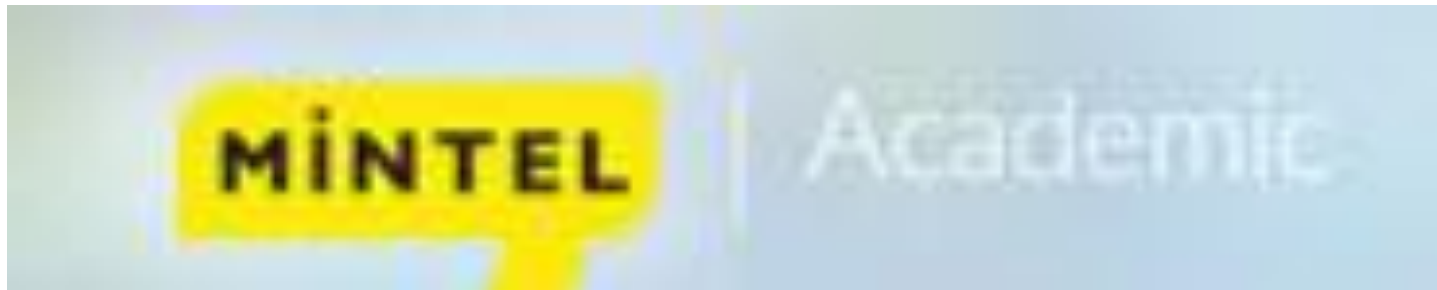
SELECT CITATION ([FAQ](#))

APA

” Statista. (August 24, 2021). From which of these providers have you ordered groceries, beverages or meal kits online in the past 12 months? [Graph]. In Statista. Retrieved September 17, 2021, from <https://www-statista-com.proxy.library.brocku.ca/forecasts/998551/online-grocery-shopping-by-store-brand-in-canada>

Mintel Academic

- ❑ Provides market information, insights from primary consumer research, & brand/company research.
- ❑ Brock subscribes to the Canada & US Category Reports.



Example of a Mintel Report

Meal Planning and Preparation - Canada - May 2021



"Consumers are cooking more at home thanks to the pandemic and constantly up-ended routines are putting the logistics of meal planning and cooking to the test. Currently, a protective mindset drives Canadians to shop online more for groceries and make fewer micro-trips. Looking ahead, continued reliance on e-commerce and flexible working arrangements means that these 'new' **grocery** shopping habits will stick, meaning that meal-time shortcuts like home meal replacement (HMR) will need to evolve as these habits impact how and when these offerings are accessed. Planning ahead for **grocery** trips is more important than ever, opening the

opportunity to integrate tools in this area with platforms that provide nutritional and wellness information. As pre-pandemic busy-ness will return, burnout will become the norm. Food-related companies can support the mental wellness of consumers by creating avenues to help consumers soak up the positive emotional aspects of cooking like stress relief or bonding with others."

– Carol Wong-Li, Associate Director Lifestyles & Leisure

This Report looks at the following areas:

- Cooking and planning responsibility
- The attitudes and emotional benefits associated with cooking
- Factors considered when planning meals and how these have changed since the onset of the COVID-19 pandemic
- Cooking habits and behaviours, including the usage of shortcuts

About the Analyst



Carol Wong-Li

Associate Director - Lifestyles & Leisure

[Read more](#)

Report Timeline

▲ Newer Reports ▼

Meal Planning and Preparation - Canada - May 2021

Meal Planning & Preparation - Canada - January 2020

▼ Older Reports ▼

MEAL PLANNING AND PREPARATION

CANADA, MAY 2021

Just some of the contents of this 59 page report.

THE MARKET.....	12
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Eating healthfully all or most of the time isn't helping waistlines	13
Rising food costs may keep Canadians eating at home	13
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Cost of this report if purchased from the Mintel Store:



The screenshot shows a product page from the Mintel Store. At the top, a breadcrumb trail reads: Home / All Report Types / Consumer Reports / Meal Planning And Preparation - Canada - May 2021. The main title of the report is 'Meal Planning and Preparation - Canada - May 2021'. To the right of the title, the price is listed as '\$ 4,471.81' with 'Excl. Tax' underneath it. Below the title, there are several category tags: 'Canada', 'Consumer Reports', 'Drinks', 'Food And Foodservice', 'Food Retail', and 'North America'. A prominent yellow 'Add To Cart' button is located on the right side of the page.

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**Meal Planning and Preparation -
Canada - May 2021**

\$ 4,471.81
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Canada Consumer Reports Drinks Food And Foodservice Food Retail

North America

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Cost of the same report accessed from the Mintel Academic database: FREE (while you are a student at Brock University & used for academic research)

Passport

- ❑ Covers consumer products & services in Canada & International markets
- ❑ Provides industry overviews & category briefings, local company profiles, & statistics (market size, company & brand shares, distribution, pricing, etc.)
- ❑ Provides statistics & analysis on Canadian consumers including psychographic profiles





ALL



Search by keyword

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Ready Meals in Canada

COUNTRY REPORT | NOV 2020

Report can be downloaded as a PDF

ANALYSIS

DATAGRAPHS

CONTEXT

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KEY DATA FINDINGS

- COVID-19 lockdown boosts overall sales of ready meals in 2020, with consumers stockpiling and cooking from home more often
- In 2020, retail value sales rise by 14% to CAD7.0 billion and volume sales by 13% to 538,000 tonnes
- The category with the highest retail value growth in 2020 is dinner mixes, with a 51% sales rise
- The average retail unit price goes up by 1% to CAD13 per kilogram in 2020
- Nestlé Canada Inc leads retail sales with a 16% value share in 2020
- Over the forecast period, retail sales are anticipated to record a current value CAGR of 4% (constant value CAGR of 2%) and reach CAD8.4 billion in 2025

2020 IMPACT

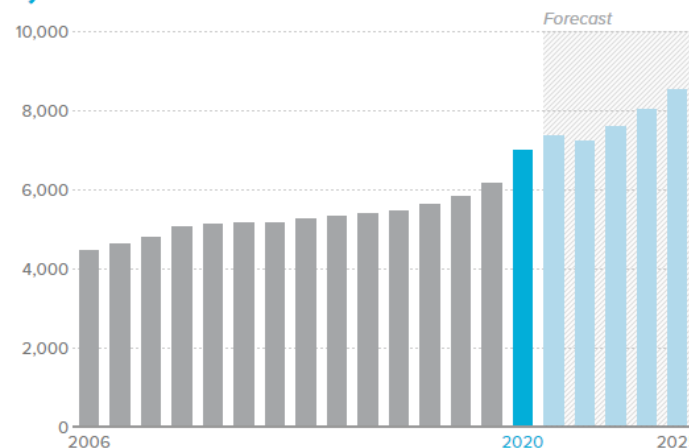
Boom for dinner mixes as stay-at-home consumers turn to online food delivery

On the whole, ready meals has seen accelerated growth in 2020 because of consumers' response to the lockdown, with stockpiling common amid large numbers of people working and studying from home. The convenient nature of ready meals has been popular among busy families with their normal routines disrupted. Although the foodservice channel for ready meals is small, its closure has been offset by increasing retail sales to supermarkets, warehouse clubs and e-commerce during March and April. While consumers have been confined to their homes, dinner mixes, or meal kits, has seen explosive volume and value sales growth along with e-commerce, a channel it goes hand-in-hand with because of the delivery service used by brands such as HelloFresh and Goodfood.

Market Sizes

Sales of Ready Meals

Retail Value RSP - CAD million - Current - 2006-2025

6,981

Sales Performance of Ready Meals

% Y-O-Y Retail Value RSP Growth 2006-2025



Passport

Ready Meals in Canada

Euromonitor International

November 2020

EUROMONITOR > STORE > INDUSTRIES > PACKAGED FOOD > READY MEALS

Ready Meals in Canada

November 2020

USD 990

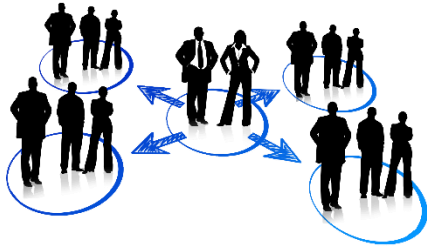
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for academic research**

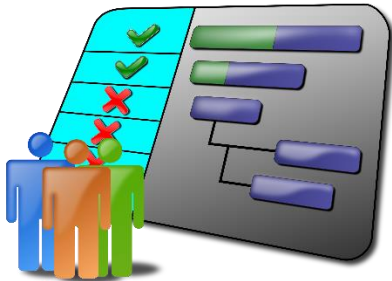
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Organizational Feasibility



- **Management Prowess**
 - Passion for the idea
 - Extensive professional / social networks
- **Resource Sufficiency**
 - Human Resources
 - Facilities, Location, Operations
 - Equipment & Suppliers
 - IP Protection / Legal Issues



CANADA'S BUSINESS REGISTRIES

New: Information from the official registry of Saskatchewan is now included.

**Is your proposed
company name
already in use? Use
this site to check.**

Find businesses within Canada.

All locations



Search companies by name, business number, or registry ID



☒ Active businesses ☐ Active and inactive businesses

As of now, we get information from the official registries of Alberta, British Columbia, Corporations Canada, Manitoba, Ontario, Quebec, and Saskatchewan. This service lets you search across these registries at one time. Information from these registries may be updated on a daily or monthly basis. We are working to add more registries. You should check the source of the official registry for the most current information. Information on financial institutions, such as banks or insurance companies, is not part of this service.



Financial Feasibility

- What are your capital requirements?
- Financial Performance of Similar Businesses
- Overall Financial Attractiveness of Investment

Industry Financial Data Sources

- ❑ ***Financial Performance Data*** (Canadian)
 - Industry benchmarks based on Canada Revenue Agency tax returns
- ❑ ***IBISWorld Industry Reports***
 - Cost structure benchmarks & capital intensity (Canada & US industries)
 - Key Statistics – Industry Financial Ratios (US Industries)

Linda's Tip: Look at both data sources and benchmark against your own numbers

Financial Performance Data

Update: 2019 data is now available.

Create a report to view financial performance data by industry

Create a report

With Financial Performance Data you can view financial data based on industry averages, with an option to include your own income statement and balance sheet information in the report.

REVENUES AND EXPENSES		
Total revenue		100.0
Cost of sales	PROFITABLE vs NON-PROFITABLE BUSINESSES	
Wages and	Profitable	
Purchases, contracts	Percent of	FINANCIAL RATIOS
		Interest coverage ratio

Type of information			
Type of Information	Unincorporated (T1)	Incorporated (T2)	All (T1 + T2)
Selected expense	Yes	Yes	Yes
Balance sheet	No	Yes	No
Financial ratios	Yes, but 2 only	Yes, all	Yes, but 2 only
Profitable vs. Non-Profitable businesses	No	No	Yes

Linda’s Tip: create 3 reports – 1 for each type of information

Data from an IBISWorld report

CANADA INDUSTRY (NAICS) REPORT 49222CA

Couriers & Local Delivery Services in Canada

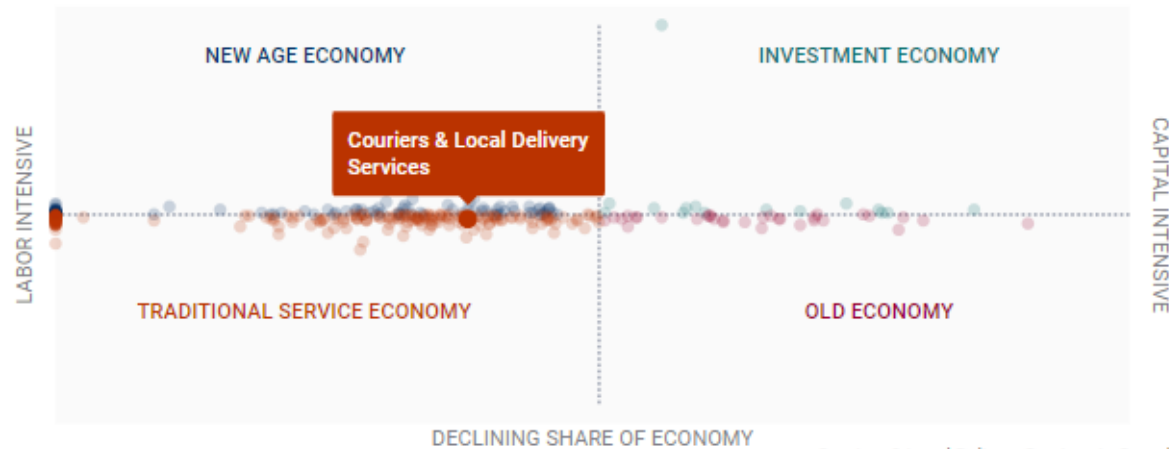
Report by: Shawn McGrath | August 2020

Operating Conditions

Capital Intensity

Costs of Growth: Targeting Capital vs. Labor 

INCREASING SHARE OF ECONOMY



Couriers & Local Delivery Services in Canada
Source: IBISWorld

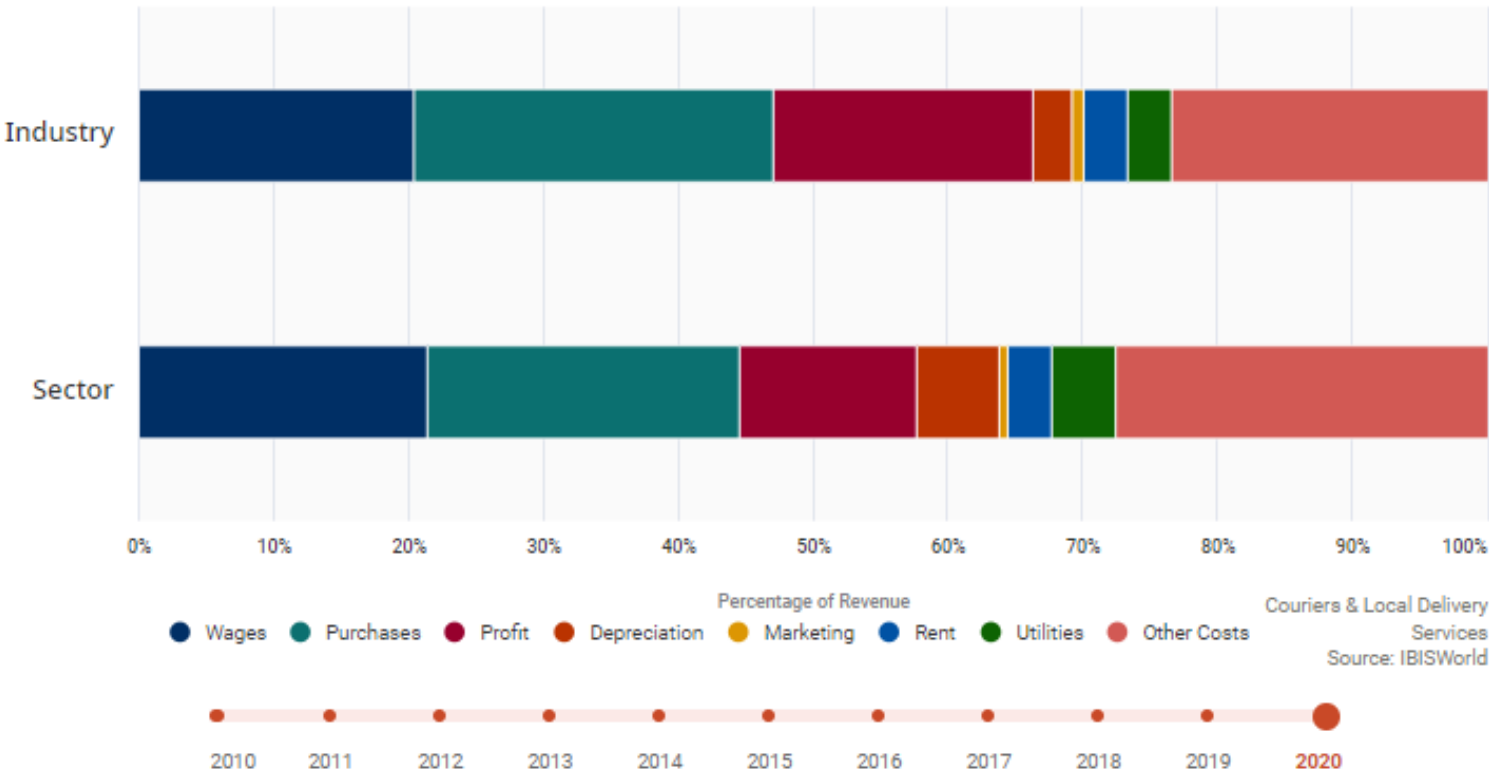
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Couriers & Local Delivery Services in Canada

Report by: Shawn McGrath | August 2020

Cost Structure Benchmarks

Cost Structure 2020





Sample Feasibility Reports

Sample Feasibility Reports


Sample academic feasibility reports can be found by searching Google Scholar using the keywords business feasibility report or business feasibility study. For example:

- **The UBC public bicycle system feasibility study** (Adam Cooper, UBC School of Community and Regional Planning)
- **Feasibility study for renovating an old barn into a tasting room for K-Dot winery** (Kendall Ott, California Polytechnic State University)
- **Feasibility study for a brewpub** (John Gallante and Daniel Price, California Polytechnic State University)
- **A Feasibility study for establishing a sustainability consulting firm** (Susan F. Mathieu, Simon Fraser University)

<https://researchguides.library.brocku.ca/ENTR2P91/feasibility-reports>

TABLE 2 Summary of Findings

Total Number of Projects/Reports Findings	For a Client 61	For a Student Venture 38
	Number of Reports Displaying the Finding	
Use of primary research methods:		
Interviews	37	11
Surveys	15	5
Focus groups	1	1
Use of secondary research resources:		
Government entities	32	23
Trade associations	33	17
Library resources	30	21
Non-authoritative secondary resources	45	30
Reporting of resources used:		
Include a complete or partial bibliography of resources used	26	6
Include neither a bibliography nor footnotes	10	17



Don't let
this happen
to you!

Phillips, C.M.H. (2010). Student Consultants' Resource Use in Small Business Deliverables: A Case Study from the Illinois Business Consulting Program at the University of Illinois, *Journal of Business & Finance Librarianship*, 15:3-4, 221-229.



Evaluating Internet Sources With RADAR

Evaluating Internet Sources With RADAR

Relevance - How is this information relevant to your assignment?

Authority - Who is the author? What makes this person or organization an authoritative source?

Date - When was this information published and is the publication date important to you?

Appearance - Does the information look professional or academic? Does it have citations and references?

Reason for writing - Why did the author publish this information?

Adapted from Mandalios, J. (2013). RADAR: An approach for helping students evaluate Internet sources. *Journal of Information Science*, 39(4), 470-478.

Citing Sources in APA Style



Why do you need to cite your sources?

Primarily, it is to avoid allegations of plagiarism and academic misconduct.

Secondarily, citing sources allows the reader to identify the sources that you relied on for your research.

When do you need to cite your sources?

It's easy: whenever you paraphrase the ideas of others, whenever you use a direct quotation, or whenever you cite a fact that isn't common knowledge, you need to cite your original sources, whether they are

Official APA Style resources:

- **In-Text Citations (APA Style)**

Provides guidelines on creating in-text citations including specific guidance on how to cite a wide variety of formats including interviews, classroom resources, and personal communications.

- **References (APA Style)**

Provides guidance and examples of reference list entries for various formats including databases, websites, and items missing elements (no date, no author, etc.)

- **Basics of Seventh Edition APA Style Tutorial (APA Style Blog)**

- **Handouts and Guides (apastyle.apa.org)**

A-Z Learning Services @ Brock University:

- **APA Style: Quick Guide (7th edition) - A-Z Learning Services@Brock**
PDF Handout



Off-Campus Access to Library Resources

Current Brock students, faculty, staff, and Brock retirees:

Log-in to our [off-campus proxy server](#) at the beginning of your research.

Email

libhelp@brocku.ca

if you have
questions or need
technical help

The screenshot shows the 'Off Campus Access' login page for Brock University Library. At the top left is the Brock University logo. Below it, the text 'Brock University Library' is displayed. To the right of the logo, the title 'Off Campus Access' is centered. Below the title, the instruction 'Log in to access this resource.' is shown. Further down, a note says 'Enter your Brock username and password (do not include @brocku.ca)'. There are two input fields: 'Username:' and 'Password:'. Below these fields is a 'Log in' button. At the bottom of the page, there are two links: 'Help Logging in from Off-Campus' and 'Help Resetting your Password'.

Troubleshooting tips: <https://brocku.ca/library/off-campus-access/>



Getting Help



- ❑ Real-time research assistance:
 - **By online chat via Ask Chat** 7 days per week
- ❑ Consult other Tutorials, Videos & Guides
 - <https://researchguides.library.brocku.ca/business-home>
 - <https://brocku.ca/library/tutorials-videos-guides/>

Visit the Research Support section of our website for more options.

<https://brocku.ca/library/research-support/>



Book a Consultation

Business &
Economics Librarian



Linda Lowry

Email Me

Book a Consultation



Microsoft Teams Chat

- ❑ Available via Microsoft Teams for individuals or small groups
- ❑ Book in advance using my **Book a Consultation** link
- ❑ Please email me directly with your questions:
linda.lowry@brocku.ca

