Suggested sources for Assessment 3

Yellow pages http://www.yellowpages.com.au/. This source is helpful for you to identify local competitors.

Regional data on ABS http://stat.abs.gov.au/itt/r.jsp?databyregion This is a source for demographic data about suburbs in Canberra.

Finding government statistics, Australian Government Business, https://www.business.gov.au/Info/Plan-and-Start/Develop-your-business-plans/Marketing-research/Finding-government-statistics. This is a government website guiding you to look for statistics from government sources.

Market research & statistics in your state or territory, https://www.business.gov.au/Info/Plan-and-Start/Develop-your-business-plans/Marketing-research/Market-research-and-statistics-in-your-state-or-territory. This is a government website providing state specific data.

Retail Trade, Australia April 2016, Australian Bureau of Statistics, http://www.abs.gov.au/AUSSTATS/abs@.nsf/Latestproducts/8501.0Main%20Features3Apr%202016?opendocument&tabname=Summary&prodno=8501.0&issue=Apr%202016&num=&view=. This page shows recent data about retail statistics by industry. Useful for industry overview.

Average weekly earnings and other economic indicators data from ACT Government http://apps.treasury.act.gov.au/snapshot (Useful for addressing economic forces.)

Household expenditure data from ABS http://www.abs.gov.au/ausstats/abs@.nsf/Latestproducts/6530.0Main%20Features22009-10?opendocument&tabname=Summary&prodno=6530.0&issue=2009-10&num=&view= (Relevant source to economic forces discussion)

ACT economic overview available at Invest Canberra website http://www.investcanberra.com/resources.aspx. This is a useful source of Canberra economy discussion.

Benchmarks by industry https://www.ato.gov.au/Business/Small-business-benchmarks/In-detail/Benchmarks-by-industry/ (This is a useful source for cost analysis.)

Australian food statistics 2012-2013 http://www.agriculture.gov.au/SiteCollectionDocuments/ag-food/publications/food-stats/australian-food-statistics-2012-13.pdf. This is a relevant report for food related topics.

Economic Outlook, ACT Budget 2016 – 2017, http://apps.treasury.act.gov.au/budget/budget-2016-2017/budget-in-brief/economic-outlook. This website contains useful information about economic factors of Canberra. Information could be considered to be used for PESTEL analysis.

http://apps.treasury.act.gov.au/__data/assets/pdf_file/0004/870880/Chapter-2-Fiscal-Strategy.pdf. Page31-40 contain information could be considered in discussing political forces section. Page 51 & 52 of this report contain useful information about demographics of Canberra.

IBISWorld, https://www.ibisworld.com.au/. You can search synopsis of industry report on this website. Useful for Industry Overview section.

Australian Bureau of Statistics, *Retail Trade, Australia, Aug 2016*, http://www.abs.gov.au/AUSSTATS/abs@.nsf/Latestproducts/8501.0Main%20Features3Aug%202016?opendocument&tabname=Summary&prodno=8501.0&issue=Aug%202016&num=&view=. Useful for Industry Overview section.

Helix Personas, http://www.helixpersonas.com.au/browse/leading-lifestyles/overview. (This source is useful for support target market discussion in relation to lifestyle segments in Australia.)

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