

## SBE NEWS ALERT

# Finding the Right Small Business for You



Finding the right small business to meet your individual strengths, needs, and goals has two components. First, what kind of business should you start? Many people who want to start a small business have a pretty good idea of what type of business they want to own. But some only have a general idea, while others don't have any idea at all. Second, should you buy an existing business or build a business from the ground up? A business or franchise that's already operating can save time and, sometimes, money.

### Choosing a Type of Business

Most of the books on the subject of finding a small business will tell you that the best place to start is by matching your skills and experiences to a business that requires those skills. For example, if you love to cook, they'll suggest you open a catering business or a restaurant.

If you have a strong interest in something, think about the needs of other people who share your interests. Is there something you can provide? It may help to think in terms of goods versus services. Most businesses involve a mixture of both,

but this dichotomy can help narrow the focus.

Ultimately, considering doing something you love is a start, but it has to be further analyzed by examining the market potential, competition, resources required to enter the market, consumer/buyer demand, and uniqueness of the idea.

Of course, you don't necessarily have to sell a new or different product or service in order to succeed; you can succeed if you can improve what is already being sold. In the above example, you should open a catering business if you can provide a better service than other catering businesses, such as a wider menu or lower prices. But that's still a function of what consumers want. Your research would have told you that there is a demand for a new catering business if prices were lower or if the menu were more varied.

### Common Mistakes When Choosing a Business

Although there are many reasons why small businesses fail, one of the most common is choosing the wrong small business. To help you avoid that error, here's a look at three of the top reasons wrong choices are made:

- Error #1: Converting a hobby or interest into a small business without first finding out if there is sufficient demand for the product or service to be provided.
- Error #2: Starting the business without adequate planning. Your success is not guaranteed just because you've found a market opportunity that also takes advantage of your skills and experience. There are many other considerations. For example, you still

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**SMALL BUSINESS EXCHANGE**

### SBE OUTREACH SERVICES

With 1.5 million businesses in our database, SBE is California's #1 source for diversity outreach.

#### Advertisements

Placed in the Small Business Exchange newspaper, SBE Today newsletter, and online at [www.sbeinc.com](http://www.sbeinc.com)

#### Faxed and Eblast Solicitations

Targeted mailings sent to businesses per your criteria.

#### Telemarketing

Telephone follow-up calls that follow a script of 5 questions you create.

#### Computer Generated Reports

Will fit right into your proposal, along with a list of interested firms to contact.

#### Contact Info:

703 Market Street, Suite 1000

San Francisco, CA 94103

Email: [sbe@sbeinc.com](mailto:sbe@sbeinc.com)

Website: [www.sbeinc.com](http://www.sbeinc.com)

Phone: (415) 778-6250, (800) 800-8534

Fax: (415) 778-6255

#### Publisher of

Small Business Exchange  
weekly newspaper

# BIDDING OPPORTUNITIES

Visit SBE Website  
[www.sbeinc.com](http://www.sbeinc.com)

**THE BUSINESS**  
An effective, low cost, customized marketing campaign service

**Concerned about DBE Compliance?**  
SBE helps businesses with targeted outreach to find the firms you need.

**Whether You're a Small Business Looking for Opportunities, or a Prime or Agency Seeking Small Businesses**  
The Small Business Exchange has the resources you need to succeed.

**Small Business Can:**

- Be discovered as potential partners
- Access upcoming bid information and pending contracts
- Receive bidding notices information and assistance
- Enjoy the same advertising and high impact marketing benefits enjoyed by large companies at a fraction of the cost

**Prime Contractors Can:**

- Capitalize on SBE's award winning, systematic outreach plan to identify qualified small businesses
- Secure a team of professionals to review bid requirements and provide the resources needed to secure compliance
- Obtain bid assistance to make sure that supplier diversity goals and contract requirements are followed to
- Receive accurate and timely computer generated documentation detailing the entire outreach effort

**Public Agencies Can:**

- Work with SBE outreach specialists to build capacity
- Enjoy economic development partnerships with new community wealth-building tools

Identify at-risk businesses

Pacific States Environmental Contractors, Inc. is soliciting for all SBE for the following project:

**Abatement, Demolition, Raw, and Soil Remediation Project No. 56D40058**

**LOCATION: SOUTH REGION HIGH SCHOOL #8, 5800 King Ave, Maywood, CA 90270**

**Owner: LOS ANGELES UNIFIED SCHOOL DISTRICT**

**333 SOUTH BEAUDRY AVENUE, 19th FLOOR, LOS ANGELES, CA 90017**

**BID DATE: April 21, 2014 TIME: 10:00 A.M.**

We hereby encourage responsible participation of all Small Business Enterprises and solicit their subcontractor or material quotation for the following types of work including but not limited to:

**SURVEY, DEMOLITION, LEAD ASBESTOS, HAZ MATERIALS ABATEMENT**

100% Performance and Payment Bonds may be required for full amounts of the subcontract price. Surety Company will have to be approved by Pacific States Environmental Contractors, Inc. Pacific States Environmental Contractors, Inc. will pay bond premium up to 2%. Subcontractors must possess current insurance and worker's compensation coverage meeting Pacific States Environmental Contractors, Inc.'s requirements. Please call if you need assistance in obtaining bonding, insurance, equipment, materials and/or supplies. Plans and specifications are available for review at our Dublin office and the LAUSD.

**Pacific States Environmental Contractors, Inc.**  
CAL LIC. NO. 723241

11555 Dublin Boulevard • Dublin, CA 94568-2909  
Phone: (925) 803-4333 • FAX: (925) 803-4334

**ESTIMATOR: Pete Timmerman**  
**EMAIL — [ptimmerman@pacificstates.net](mailto:ptimmerman@pacificstates.net)**

An Equal Opportunity Employer

DeSilva Gates Construction is soliciting for DVBEs for the following project:

**CONSTRUCTION ON STATE HIGHWAY IN BUTTE COUNTY NEAR CHICO FROM 0.5 MILE SOUTH OF GARNER LANE TO 0.1 MILE NORTH OF BROYLES ROAD - ROUTE 99, Contract No. 03-4M8304**

**OWNER: STATE OF CALIFORNIA - DEPARTMENT OF TRANSPORTATION**  
1727 30th Street, Bidders Exchange, MS 26, Sacramento, CA 95816

**BID DATE: APRIL 23, 2014 @ 2:00 P.M**

We hereby encourage responsible participation of local Disadvantaged Veterans Business Enterprises, and solicit their subcontractor or material quotation for the following types of work including but not limited to:

**CONSTRUCTION AREA SIGN, ELECTRICAL, GUARDRAIL, RUMBLE STRIP, STRIPING, RUBBERIZED HMA (Gap Grade) MATERIAL, TRUCKING, STREET SWEEPERS, WATER TRUCKS**

100% Performance and Payment Bonds may be required for full amounts of the subcontract price. Surety company will have to be approved by DeSilva Gates Construction. DeSilva Gates Construction will pay bond premium up to 2%. Subcontractors must possess current insurance and worker's compensation coverage meeting DeSilva Gates Construction's requirements. Please call if you need assistance in obtaining bonding, insurance, equipment, materials and/or supplies. Plans and specifications are available for review at our Dublin office.

**DESILVA GATES CONSTRUCTION, L.P.**

11555 Dublin Boulevard  
P.O. Box 2909  
Dublin, CA 94568-2909  
(925) 829-9220 / FAX (925) 803-4263  
**Estimator: Steve Lippis**  
Website: [www.desilvagates.com](http://www.desilvagates.com)

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**nibbi**

**Project Name: Mission Bay Block 7E**  
**Location: San Francisco, California**  
**Bid Date: May 7, 2014 @2:00 PM**  
**Pre-Bid Conference: April 22, 2014 @ 10am**  
**Location: 180 Hubbell Street, San Francisco**

Nibbi Brothers has been selected as the General Contractor for the Mission Bay Block 7E housing project in San Francisco, CA. We are in receipt of the 100% Design Development Documents and are currently requesting bids from qualified subcontractors including those certified with the Successor Agency to SFRA for the following early trades: Piles, Elevators and Design-Build Fire Sprinklers. The project consists of a new four story type V-A wood-frame building over one story type I concrete ground floor on grade. The project is a total of 94,561s.f. and will accommodate up to 80 families in 8 clusters of 10 guest suites with shared living, dining and supportive services. The Successor Agency to SFRA participation goal has been established for this project at 50% SBE/LBE goal with first consideration for San Francisco-based MBEs, WBEs and SBES.

To obtain bid and contract documents please email Kristin Medwick at [kristinm@nibbi.com](mailto:kristinm@nibbi.com).

**FAX OR EMAIL PROPOSALS TO:**  
**NIBBI BROTHERS GENERAL CONTRACTORS**  
**Fax: 415-241-2951 / Email: [bids@nibbi.com](mailto:bids@nibbi.com).**

For information regarding this project please contact Logan Daniels, Project Manager via email [logand@nibbi.com](mailto:logand@nibbi.com).

Bid Requests from Certified SBE Subcontractors and Suppliers for Structural and Miscellaneous Metals (including design-build and design -assist scope), Fire Protection (design build), Solar Thermal Water Heating System (design build)

**HUNTERS VIEW PHASE 2 - BLOCKS 7 & 11 EARLY BID**

This is a SFRA project with construction workforce and prevailing wage requirements.

**Hunters View Phase 2 - Block 7 & 11**  
**Middle Point Road (Intersection - West Point Road) San Francisco, CA 94124**  
**Bid Date: 5/8/14 @ 2 PM**

Voluntary Pre-bid Meeting on 4/23/14 at 10 AM at Jobsite Trailer located at Middle Point Rd. & West Point Rd. in San Francisco, CA 94124.

**CAHILL CONTRACTORS, INC.**  
Contact: Julie Park  
[estimating@cahill-sf.com](mailto:estimating@cahill-sf.com), (415) 986-0600

# BIDDING OPPORTUNITIES



**FIND**  
Subcontractors, Vendors,  
and Suppliers

**REACH**  
Diverse Audiences of Various  
Ethnicity, Race, & Gender

**ADVERTISE**  
Sub-Bid Request Ad

SBE Newspaper boasts a weekly readership of **75,000**  
SBE Delivers competent, competitive, and certified  
subcontractors, vendors, and suppliers

WE ARE REQUESTING QUOTATIONS FROM ALL QUALIFIED MBE/DBE/WBE/DVBE SUBCONTRACTORS AND MATERIAL SUPPLIERS FOR THE FOLLOWING PROJECT:

**McAteer Campus, Miscellaneous Projects  
SFUSD Project No. 11522**

**Bid Due prior to 2:00 p.m. on April 22, 2014**

Above project is a modernization and reconstruction including but not limited to electrical, interior painting, carpet, hardboard stage flooring, metal support systems, gypsum, cabinetry, concrete and concrete reinforcement, trenching and compacting, subgrade preparation, sanitary sewage systems, paving and surfacing, pavement markings, HazMat, structural steel, firestopping, doors and hardware, stage rigging, audio visual systems and stage curtains.

Bids shall be made in accordance with PLA and the prevailing wages for the work in San Francisco County.

(The Specifications and Plans will be available in our office 8:30AM – 5PM or at ARC Northern California – Bid Services – 945 Bryant Street, San Francisco, CA 94103. Contact Priyantha De Pinto: 415-537-2235 Fax: 415-348-0684, email: sf@e-arc.com).

**Transworld Construction Inc.**

1178 Folsom Street • San Francisco, CA 94103  
Phone: (415) 626-5500 • FAX: (415) 863-3578  
Contact: Paul Hess at ext. 112

WE ARE  
AN EQUAL OPPORTUNITY EMPLOYER

**Sukut Construction, LLC**

Is requesting sub-bids/supplier quotes from qualified DBE/MBE/WBE/DVBE Subcontractors, Suppliers, and Manufacturers for the following (but not limited to) work: SWPPP and Installation, Pressure Testing, CCTV, Cathodic Testing, Minor Concrete Structures, CML&C Pipe, PVC Pipe, Ductile Iron Fittings, Bulk Fuel, Concrete Materials, Sand & Aggregates

**RMV REALTY, INC.**

**The Ranch – Planning Area 2  
SMWD Improvements for  
Cow Camp Road Phase 1B  
County of Orange, CA**

**BID DATE April 18, 2014 @ 2:00 p.m.**

**Sub & Vendor Bids Due Prior**

**Sukut Construction, LLC**

4010 W. Chandler Avenue, Santa Ana, CA 92704

Contact: Mike Greenlee or Estimating

Phone: (714) 540-5351 • Fax: (714) 545-2003 • Email: estimating@sukut.com

Plans/specs are available for viewing at our office – please call for an appointment. Subcontractors must be prepared to furnish 100% performance and payment bonds and possess current insurance and workers' comp coverage. Sukut Construction will assist Qualified Subcontractors in obtaining bonds, insurance, and/or lines of credit. Please contact Sukut Construction for assistance in responding to this solicitation. Subcontractors/Vendors will be required to sign Sukut's Standard Subcontract/Purchase Order. Copies are available for examination.

Sukut Construction's listing of a Subcontractor in its bid to the agency is not to be construed as an acceptance of all of the Subcontractor's conditions or exceptions included with Subcontractor's price quotes. Quotations must be valid for the same duration as specified by Owner for contract award.

Sukut Construction, LLC  
An Equal Opportunity Employer



REQUEST FOR MBE/WBE/SBE Subcontractors and Suppliers for:

**Main Wastewater Treatment Plant  
Engineers Road Widening  
Specification SD-357**

**East Bay Municipal Utility District  
BID DATE: April 16, 2014 @ 1:30 PM**

We are soliciting quotes for (including but not limited to): Trucking, Construction Staking, Waterline, Fencing, Striping, Signs, Minor Concrete Curb & Gutter, Street Lighting - Electrical and Construction Materials

**O.C. Jones & Sons, Inc.**

1520 Fourth Street • Berkeley, CA 94710 • Phone: 510-526-3424 • FAX: 510-526-0990

Contact: Dan Palmer

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100% Performance & Payment Bonds may be required. Worker's Compensation Waiver of Subrogation required. Please call OCJ for assistance with bonding, insurance, necessary equipment, material and/or supplies. OCJ is willing to breakout any portion of work to encourage MBE/WBE/SBE participation. Plans & Specs are available for viewing at our office.





# Public Legal Notices

## UNIVERSITY OF CALIFORNIA SAN FRANCISCO

### ADVERTISEMENT FOR BIDS

Subject to conditions prescribed by the University of California, San Francisco, sealed bids for a lump sum contract are invited for the following Work:

#### GENENTECH HALL AC1 & AC2 LAB AIR COMPRESSOR SYSTEMS

Project No.: **M3649** / Contract No.: **SL0272**

#### DESCRIPTION OF WORK:

Remove and replace (2) existing air compressors with (2) new air compressors. Re-arrange existing air driers to provide necessary service clearances. Provide piping to combine both 100 psig and 135 psig systems into central air compressors. Add second air drier for 135 psig system. Install air receiver tanks. Modify and update building controls for the air compressor system. Provide equipment cooling water pipe connections for the two air compressors. Modify existing chilled water supply piping from AHU-S7 and chemical pot feeder to be connected to secondary loop in lieu of primary loop. Modify and add power to new air compressor equipment and accessories.

**BIDDER QUALIFICATIONS:** To be eligible for consideration of award, bidders must have the minimum experience set forth in the Supplementary Instructions To Bidders. Bidders must submit qualification documents as via the online Supplier Registration and Sourcing (SRS) system with the Bid Form.

#### PROCEDURES:

Bidding Documents will be available beginning **April 14, 2014** at **12NN** by requesting via e-mail to [RFx@ucsf.edu](mailto:RFx@ucsf.edu) with the following information: Company name, address, phone and fax nos. Please reference Project No. M3649 in the subject line. You will be sent an email with a link to register with the UC Supplier Registration and Sourcing (SRS) system in order to obtain the bidding document.

Bidders must attend a **mandatory** pre-bid conference at **10AM, April 16, 2014**. For details, see <http://contracts.ucsf.edu/contractors/> (Use the same website above to view complete Advertisement for Bids - Project Bidding Information).

Sealed bids must be received on or before **3:00 PM, April 25, 2014** using the UC SRS system accessible through <https://suppliers.sciquest.com/UCOP/>. Bids will be opened at **3:05 PM** at Minnesota St. Finance Service Center, University of California, Can Francisco, 654 Minnesota Street, 2nd Floor, San Francisco, CA 94107. Phone: (415) 476-5343.

Prior to the Bid Deadline and after bid opening, the University may establish a new Bid Deadline no earlier than 24 hours from the prior Bid Deadline, if no material changes are made to the bidding documents, and no earlier than 72 hours if material changes are made. In such event the University will, at a minimum, notify all persons or entities known by the University to have received a complete set of Bidding Documents and who has provided a street address and/or facsimile number

for receipt of any written pre-bid communications.

Every effort will be made to ensure that all persons have equal access to contracts and other business opportunities with the University within the limits imposed by law or University policy. Each Bidder may be required to show evidence of its equal employment opportunity policy. The successful Bidder and its subcontractors will be required to follow the nondiscrimination requirements set forth in the Bidding Documents and to pay prevailing wage at the location of the work.

The work described in the contract is a public work subject to section 1771 of the California Labor Code.

The successful Bidder will be required to have the following California current and active contractor's license at the time of submission of the Bid:

**LICENSE CLASSIFICATION:**  
**General Building Contractor**

**LICENSE CODE: B**

**ESTIMATED CONSTRUCTION COST: \$400,000 to \$450,000**

THE REGENTS OF THE UNIVERSITY  
OF CALIFORNIA  
University of California, San Francisco  
April, 2014

## UNIVERSITY OF CALIFORNIA SANTA CRUZ

### ADVERTISEMENT FOR BIDS

Subject to conditions prescribed by the University of California, Santa Cruz sealed bids for a lump-sum contract are invited for the following work:

#### College Nine - Social Sciences One Anthropology Department Wet Lab Expansion Rooms 337,339,340,341,343,449 Project Number: 5520

**Description of Work:** The project will remodel rooms on the third and fourth floors of the Social Sciences I Building. This approximately 1,550 sq. ft. remodel project will create a new research facility and converts an existing research facility to wet lab standards.

**Procedures:** Bidding documents will be available at [ucscplanroom.com](http://ucscplanroom.com) for viewing and free download after 1:00 PM Friday, April 11, 2014.

Checks for deposit will be required in the amount of \$100.00 per set of Bidding Documents. Checks are to be made payable to: "U.C. Regents".

Bidders must attend a mandatory Pre-Bid Conference and mandatory Pre-Bid Job Walk on **Monday, April 14, 2014** beginning promptly at **1:00 PM**. Participants shall meet at the Office of Physical Planning and Construction, 1156 High Street, Barn G, Contracts Trailer Santa Cruz Campus. Only bidders who participate in both the Conference and the Job Walk in their entirety, will be allowed to bid on the Project as prime contractors. For further information, contact University's Representative Christy Ishimine-Hatfield at 831-459-4360.

Bids will be received only at:

Physical Planning and Construction,  
UNIVERSITY OF CALIFORNIA, Santa Cruz  
1156 High Street, Barn G, Contracts Trailer  
Santa Cruz, CA 95064  
831-459-5540

**Bid Deadline:** Sealed bids must be received on or before **Friday, May 2, 2014 at 3:00 PM**.

**Bid Security** in the amount of 10% of the Lump Sum Base Bid shall accompany each Bid. The surety issuing the Bid Bond shall be, on the Bid Deadline, an admitted surety insurer (as defined in California Code of Civil Procedure Section 995.120).

The successful Bidder will be required to have the following California current and active contractor's license at the time of submission of the Bid: **B - General Building Contractor**.

Every effort will be made to ensure that all persons have equal access to contracts and other business opportunities with the University within the limits imposed by law or University policy. Each Bidder may be required to show evidence of its equal employment opportunity policy. The successful Bidder and its subcontractors will be required to follow the nondiscrimination requirements set forth in the Bidding Documents and to pay prevailing wage rates at the location of the work.

The work described in the contract is a public work subject to section 1771 of the California Labor Code.

Estimated construction cost: **\$381,000.00**

THE REGENTS OF THE UNIVERSITY OF CALIFORNIA  
University of California, Santa Cruz  
March 2014



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to download the latest SBE  
Newspaper and Newsletter



# Finding the Right Small Business for You

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have to figure out if you can raise enough money to get started and whether you can withstand periods in which little or no revenue is coming in.

- **Error #3: Resisting the urge to ask for help.** Since you're reading this material, you may have already avoided this pitfall. A lot of people, however, are reluctant to ask others for advice in choosing a business, either because they're too proud or because they don't know that help is available. Help is out there, and, if you shop wisely, it won't cost you an arm and leg to get it.

Now, consider the ways to avoid making a bad decision.

**Talk to others who operate the same or similar businesses.** You may be surprised how many small business owners will be willing to share their insights with you. Provided that you're not asking for trade secrets - and especially if you won't be a direct competitor - you may pick up some valuable information. The local Chamber of Commerce or other business associations may provide access to business owners who you can talk to.

If you don't make any headway by attending association meetings or by directly approaching business owners, you may wish to offer a business owner a consulting fee. This may seem like a dubious expense to pay, since you're not yet in business. But, if you are able to find out what you need to know about the day-to-day operations of your prospective business, this one-time expense might be money well spent.

**Work for someone else for awhile.** A time-honored way of learning a business is to work in a similar business as an employee. Not only will you be getting on-the-job training, but you'll be getting a paycheck, and will be avoiding overhead expenses. When scouting out potential "employer-trainers," it's best to look for one that is successful and well run.

Even though you may be able to learn as much about your particular industry from a poorly run, inefficient, business - the idea being, "see their mistakes, and don't repeat them" - this can be frustrating and time consuming. Although there may be a few different ways to do any job successfully, there are probably a thousand ways to mess it up! You need not learn all of these "don'ts" in order to figure out the "do's."

## Using Market Research To Make Your Choice

If you have the funds available, you may want to contact a market research firm and ask them to analyze your community and find out where small business opportunities exist. However, if money is an issue, you'll have to gather the information yourself.

A good place to start is with the mainstream press: your local newspaper, The New York Times, The Wall Street Journal, Time, U.S. News and World Report, and USA Today. You should also look at the business press: Fortune, Forbes, Business Week, or any of the other business periodicals to which you have access. Because of the shift to electronic delivery of newspapers and magazines, don't limit your search to print products. The internet is uniquely able to provide the type of information you'll need with a local slant.

Look for trends. When reading business periodicals, look for trends that may be emerging, not just in business, but in our culture at large. To give you some idea of what you should be looking for, here are three examples of current trends and how you might parlay those trends into a small business:

- **Trend #1:** In today's economy, both husband and wife are wage earners. This means that many couples don't have the time nor energy to perform tasks that were most commonly performed by the wife. How can you fill in the gap? Some business ideas are child care provider, grocery delivery service, house-cleaning service, interior decorator, dog walking service, household manager, and gift purchaser and delivery service.
- **Trend #2:** In an effort to cut costs, many companies have laid off employees. This means that companies might be looking outside of the company to perform tasks previously performed in-house. In business-speak, it's called outsourcing. Ask yourself: Which tasks are businesses most commonly outsourcing? Some business ideas are copy writing services, legal and paralegal services, billing and other human resource-related services, public relations services, and meeting planning.
- **Trend #3:** Technology is now everywhere. Many businesses, however, lack the in-house expertise they need to take full advantage of the emerging technologies. How can you meet the need? Some business ideas are web site developer, graphics designer, desktop publisher, and database consultant.

In addition to reading newspapers and magazines, you should talk to friends, relatives, business associates, and other small business owners about ideas they may have or needs in the market they don't believe are being met. Lastly, don't forget the often most overlooked resource - yourself. You're a consumer. If you've wished that a particular service were available, chances are that others have too.

When you think about market opportunities, think about how you can improve upon a product or service that is already being provided. Be aware that there are at least two potential stumbling blocks here.

The first problem is the tendency to believe too readily that you can improve upon an existing product or service. This is just old-fashioned overconfidence. Be sure that you've thought through the specific things you can do to improve what's already out there.

The second problem is the fact that being able to improve upon a product or service is no guarantee of its success. In other words, you must be sure not only that you can improve what's already there, but also that there is also a demand for the improvement.

## Finding a Market Niche for Your Startup Business

An approach that is perhaps even more effective than tackling existing businesses head-on is called niche marketing. Look for ways that you can per-

form a service or provide a product that is similar to, but not quite the same as, a service or product already being provided. One example of this approach is to look for a special niche within a given field.

To develop a niche, you should be looking for anomalies in the market. An anomaly, in marketing terms, is an unmet need whose time has come to be filled. To support a profitable business, the need must be fairly widespread or growing rapidly.

**Social trends.** One great way to find market opportunities for your product or service is to study social and business trends. The challenge for you will be to see if you can find business opportunities in any of these trends:

- **Baby boomers entering their 60s.** This group has the largest amount of disposable income in history! They're driving growth in many areas, including services, recreation, and general retailing. Consider what that means for opportunities in travel, recreation, vacations, entertainment, food, and clothing.
- **New boomer crop of children.** While the original boomers had fewer children per household than their parents, their children seem to be having more, thus creating a new crop of boomer grandchildren. Consider what that means for opportunities in child care, toys, educational and specialty classes, and clothing.
- **Growing disparity between rich and poor.** The middle class is shrinking. Consider what that means for opportunities in home ownership, cars, entertainment, and restaurants.
- **Increasing globalization of business.** This should continue to accelerate in the coming years. Consider what that means for opportunities in emerging world markets, particularly in China, South and Central America, Russia, and south-east Asia.
- **Reinvention of religion.** As people continue to cast off traditional beliefs and find new ones, others return to them even more vigorously. Consider what that means for opportunities in products and services that cater to either the older or newer beliefs.
- **Yearning for high-touch products and services.** This includes the nostalgia induced by high-tech solutions to everything. Consider what that means for opportunities in antiques, older homes, home delivery and pickup businesses, and any business owned by friendly, service-minded proprietors.
- **Mass customization.** This is not an oxymoron but a response to global homogeneity. Consider what that means for opportunities in businesses that provide products or services individually tailored to each customer.

For additional information on how to get market data, visit this link

<http://www.bizfilings.com/toolkit/sbg/market/market-research/market-research-to-not-miss-opportunities.aspx>

Source: <http://www.bizfilings.com>