

## The Ohio SBDC at The Entrepreneurs Center

714 E Monument Ave.  
Dayton Ohio 45402

*presents*

### Introduction to Marketing Research

**FREE**

Presented in partnership with the Dayton Metro Library and The Entrepreneurs Center  
Wed Feb. 13  
Wed Apr. 10  
Wed June 5  
Wed Aug. 14

All sessions are 9:00a-11:00a  
at The Entrepreneurs Center

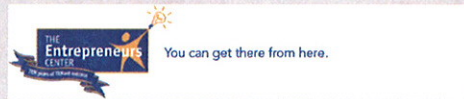
Understanding the market that your business serves is critical to success. Who are your target customers? Who are your competitors? How large is the market? Come learn how to find out the answers with Jeff Fortescue, Business Specialist at the Dayton Metro Library. In each session Jeff will teach us to use the Library's resources to:

- **Identify consumer lifestyles, demographics and product usage - target markets**
- **Find market overviews, market size, and segments**
- **Analyze the competition**
- **Find market share data and other industry statistics**
- **Search for articles in business journals, magazines, newspapers and other Resources**

Take away tips that will help you provide a clear description of the opportunity for your product or service. Bring your valid Dayton Metro Library card and laptop/tablet for this interactive session.

All sessions are free but pre-registration is required at [www.entrepreneurio.org](http://www.entrepreneurio.org) or by calling the SBDC at TEC at 937-281-0118

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