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New Market Research Institute will assist Oregon's small businesses

Eugene, OR – Oregon business owners have a new resource to inform their marketing strategies and expand their customer base. The Oregon Small Business Development Center Network (OSBDCN) has launched a market research service for businesses throughout the state.

The Southern Oregon University Market Research Institute, through a grant from U.S. Bank, will be headquartered at Southern Oregon University in Ashland. The Institute's services will be available to small businesses through OSBDCN's 19 Centers around the state. The SBDCs are hosted by all of Oregon's 17 community colleges, plus Southern Oregon University and Eastern Oregon University.

The Market Research Institute will prepare customized market research data and analyses for OSBDCN's small business clients. A market research team of graduate students and faculty advisors at SOU will compile in-depth market research reports based on the specific needs and industry sectors of their business clients who request this service.

The Institute's research databases can provide a wide range of data and information, including customer demographics & characteristics, industry trends and forecasts, competitive analyses, and much more. Most of the institute's services will be offered at no cost, although more in-depth and customized research will be fee-based. The Institute will also produce semiannual market research newsletters for the small business community and key stakeholders (including elected officials and economic development organizations).

According to Michael Lainoff, OSBDCN State Director, "Today's successful businesses rely on timely and relevant market intelligence to make mission-critical decisions. The Market Research Institute will provide Oregon businesses with vital information to fuel their growth and maintain their competitive edge."

"Small businesses are an important sector of our Oregon economy," said Robin Burk, president of U.S. Bank in Eugene. "By supporting small business owners, we support the resurgence of an economic engine that is essential to our overall economic recovery."

"U.S. Bank provides so many resources for small business owners in southern Oregon," says Gloria Schell, region president. "Support of SBDC programs, along with our community education series and the U.S. Bank Connect website provide vital tools for success."

To utilize the services and database resources of the Market Research Institute, small businesses should contact their local Small Business Development Center. A list of locations and other essential information are available at www.bizcenter.org.

About OSBDCN: Since 1983, the Oregon Small Business Development Center Network has provided business education and one-on-one advising to over 800,000 current and prospective business owners throughout Oregon. For more information about OSBDCN, visit www.bizcenter.org.

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