



Welcome to the third issue of 'insights'.

This newsletter's aim is to alert you to interesting market insights that will increase your knowledge of the global marketplace. If you don't want to receive this newsletter in the future, or want it emailed to you, just drop me an email at cathy@heath.co.nz, with either subscribe or unsubscribe in the subject line. Feel free to forward it on to anyone else too.

Website to Explore

Google Trends

<http://google.com/trends>

This site offers an excellent way to search for business news. The news is derived from top-quality sources. You enter your keywords, and Newssift suggests subjects it has



Home Businesses Are Big Business!

Research suggests that in New Zealand there are approximately 250,000 to 500,000 home businesses in New Zealand. All up, they contribute around \$10 billion dollars to New Zealand's economy. That's quite a feat when you consider that Fonterra contributes just under \$10 billion to our GDP.

[BusinessWeek](#) journal recently investigated the rise of the home business in the United States, coining the term 'homepreneur'. These business owners account for over 50 percent of the total number of home businesses in the States, and employ one in 10 workers in the private sector.

The number of home-based enterprises is predicted to increase due to the recognition of the legitimacy of working from home, transport costs, and developments in technology. The Wall Street Journal also recently wrote about the newly redundant and how 'forced decision making' pushed these people into taking a leap of faith, and setting up new small businesses. Many of these are based at home.

The article went on to say revenue is lower than non-home businesses, but they keep pace with non-home businesses in terms of their marketing and innovation.

Although many home businesses want useful, targeted market research, the cost of obtaining this is a major barrier. When I was searching for information on how market research agencies could reach home businesses, I came across an new service from the USA which proclaims to be the world's first affordable self-service market research tool. [Ask Your Target Market](#) has a self-service interface which guides users step-by-step through the process of choosing their target market, writing surveys, and launching their surveys. Packages start at US\$29.95.

It's a clever idea, and is aimed at the start-up, who often are based in a home office or garage. I can't make any judgement about the quality of the information that might come from it, and it could be a real threat to established market research agencies. But like on-demand printing companies such as [Vista Print](#) and email marketing business [Constant Contact](#), these companies aren't going to go away.

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