

Research Activity

- You are a management consultant hired to help Max with his video store business in Missoula.
 - Develop a research strategy in support of your consulting activities. Think about what information would help with your efforts. What different methods would you use to get that information?
 - Find a research report on Mintel that might be useful in your work for Max. Show me the title of the report along with one interesting piece of information that you think would be relevant for your work.
 - Find one online “refereed” journal article about the video rental business. Provide the Ulrich’s page proving the peer-reviewed status.
 - Blockbuster might be a key competitor for Max. Find an online SWOT analysis for Blockbuster.
 - What are some key demographics for Missoula that might impact Max’s business?