**Form Search strategy business information**

**Step 1: What is my main research question?**Do you have a proper image of your subject? Formulate your main research question. Your main research question describes what you want to know and gives direction to your research process.

**Main research question:**

|  |
| --- |
| … |

**Step 2: Break up your main research question into sub questions**When you have a good view of what your subject entails, break it up in sub-questions.

Examples: What can we learn from the literature regarding the customer journey? / What does the Market for Skin collagen drinks (beauty drinks) look like?

**Sub- questions:**

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**Step 3: Write down the sources you will need to answer each (sub-)question**

|  |  |  |
| --- | --- | --- |
| NO | TYPE OF INFORMATION | DATABASE(S) |
|  |  |  |
|  |  |  |
|  |  |  |

**Step 4: Finding search terms, synonyms and classification codes**  
During the orientation phase you will have found some specific terminology. Write the search terms down and look for translations and synonyms. Also, in case you research markets and industries or are looking for statistics, write down the classification code(s).

Example: What is the NAICS code for the beauty drinks industry?

**Table 1: Search terms ,synonyms and classification codes**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| NO. | SEARCH TERM | CLASSIFICATION CODE | SYNONYM | SYNONYM | SYNONYM |
|  |  |  |  |  |  |
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**Step 5: Build your search string(s)**  
When you have collected your search terms it is time to create your search strings.

It is not just the search terms that determine the outcome of your search, it is the **search string**.

Remember to **use phrase searching** and use the **Boolean operators AND, OR and, if needed, NOT**.

* Between synonyms and terms within the same concept use OR
* Between the different concepts use AND
* Use parentheses () to keep all terms that describe the same concept together.

Example: (“skin collagen drinks” OR “beauty drinks”) AND (market OR industry) AND asia

**Table 2: Search strings**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | SEARCH TERM |  | SYNONYM |  | SYNONYM |  | SYNONYM |  | SYNONYM |  |
| **(** |  | **OR** |  | **OR** |  | **OR** |  | **OR** |  | **)** |
| **AND** |  |  |  |  |  |  |  |  |  |  |
| **(** |  | **OR** |  | **OR** |  | **OR** |  | **OR** |  | **)** |
| **AND** |  |  |  |  |  |  |  |  |  |  |
| **(** |  | **OR** |  | **OR** |  | **OR** |  | **OR** |  | **)** |
| **AND** |  |  |  |  |  |  |  |  |  |  |
| **(** |  | **OR** |  | **OR** |  | **OR** |  | **OR** |  | **)** |
| **Etc.** |  |  |  |  |  |  |  |  |  |  |

**NOTE**: **When searching for industries or statistics with the aid of classifications, you often have to search via a browse interface!**