1. Describe your topic (business opportunity) in one or two sentences

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2. Identify the main concepts (keywords) from your topic description

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3. Look for NAICS Codes and Titles using NAICS Canada 2017 via the Statistics Canada site (www.statcan.gc.ca)

Code: ___________________________ Title: ___________________________

Code: ___________________________ Title: ___________________________

4. Use the Thesaurus or list of Subjects in your favorite business article database (e.g., ABI/Inform Global or Business Source Complete) to look up additional search terms. These are useful, as not every article has been tagged with NAICS codes.

ABI/Inform Global: ______________________________________________

Business Source Complete: ______________________________________