

## MGMT 450/451 – Fall 2009

Researching new business opportunities

### Library Guide Information

URL: [http://libguides.csuchico.edu/MGMT450\\_451](http://libguides.csuchico.edu/MGMT450_451)

### Business Librarian

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Drop in consultations @ Reference Desk (2<sup>nd</sup> floor): Thursdays 12-1; Fridays 1-3.

Or by appointment.

**Guide Tabs** – Tabs contain a variety of online & print sources, such as databases, reference books, & websites.

Market Research

NAICS industry Codes

Local Business Info

Citing Sources

Customer s & Lifestyles

Ratios / Cost Planning

Business Plans

### Market & Industry research from Library Databases & E-books

RESEARCH Station> DatabasesA-Z [www.csuchico.edu/lref/dbaz.html](http://www.csuchico.edu/lref/dbaz.html) or via Books, Periodicals... (library catalog)

Mintel Oxygen (market research)

Mergent Online Industry Reports

Encyclopedia of American Industries

NetAdvantage Industry Surveys

Business Source Premier (articles, SWOT, industry profiles)

(Gale Virtual Reference Library or in print)

### Industry Research from Census Bureau

Industry Snapshots <http://www.census.gov/econ/census/snapshots/>

Business & Industry census portal <http://www.census.gov/econ/index.html>

### **Customer Demographics & Segmentation**

Mintel - Lifestyle section	ReSearch Station / Databases
American Fact Finder (census of population)	<a href="http://factfinder.census.gov">http://factfinder.census.gov</a>
Lifestyle Market Analyst	Reference HF5415.3 U6 L54
PolicyMap	<a href="http://www.policymap.com/map">http://www.policymap.com/map</a>

### **Local Business & Competitors**

County/Zip Code Business Patterns	<a href="http://censtats.census.gov/cbpnaic/cbpnaic.shtml">http://censtats.census.gov/cbpnaic/cbpnaic.shtml</a>
Lexis Nexis /business/company list	ReSearch Station / Databases

### **Ratios & Cost Planning** – Organized by NAICS codes. There is a tab on this guide that explains all about it.

RMA Statement Studies	Reference 2 <sup>nd</sup> FI HF5681 B2 R6
Almanac of Business & Financial Ratios	Reference 2nd FI HF5681 R25 A4
Financial Studies of the Small Business	Reference 2nd FI HF5681 U5 F55a 2007
Industry Norms & Key Business Ratios	Reference 2nd FI HF5681 R25 I525
Economic Census Ratios (incl'g 2007 data)	<a href="http://www.census.gov/econ/census02/data/ratios/index.htm">http://www.census.gov/econ/census02/data/ratios/index.htm</a>
Business Expenses	<a href="http://www.census.gov/econ/bes/index.html">http://www.census.gov/econ/bes/index.html</a>
Employer Costs	<a href="http://www.bls.gov/news.release/ecec.toc.htm">http://www.bls.gov/news.release/ecec.toc.htm</a>

### **Business Plans -**

Search Library Catalog with keyword	“business plans”
Small Business Administration	<a href="http://www.sba.gov">http://www.sba.gov</a>
Business Plans Handbook	e-book; Gale Virtual Reference Library (Research Stn/DatabasesA_Z)