MGMT 450/451/452
Researching new business opportunities

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

- Market & Industry
- NAICS industry Codes
- Trade Associations
- Business Plans
- Customer s & Lifestyles
- Local Business
- Ratios / Cost Planning
- Citing Sources in APA style

Market & Industry research
ReSEARCH Station> Databases A-Z  [www.csuchico.edu/lref/dbaz.html](http://www.csuchico.edu/lref/dbaz.html)

- IBISWorld (industry & market research)
- Mintel Oxygen (market research)
- Gale Virtual Reference (Encyclopedia of American Industries & Encyclopedia of Emerging Industries)
- NetAdvantage Industry Surveys
- Mergent Online Industry Reports
- Business Source Premier -- articles, SWOT, industry profiles

Industry Research from Census Bureau

## Customer Demographics & Segmentation

U.S. Census Quick Facts for states, counties, cities  [http://quickfacts.census.gov/qfd/states/06000.html](http://quickfacts.census.gov/qfd/states/06000.html)


## Local Business & Competitors


Lexis Nexis > business > company list  [http://library.calstate.edu/chico/databases/subject/business](http://library.calstate.edu/chico/databases/subject/business)

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

<table>
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<th>Source</th>
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<tbody>
<tr>
<td>RMA Statement Studies</td>
<td>Reference 2nd floor HF5681 B2 R6</td>
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<tr>
<td>Almanac of Business &amp; Financial Ratios</td>
<td>Reference 2nd floor HF5681 R25 A4</td>
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<td>Economic Census Ratios (2007 data)</td>
<td><a href="http://www.census.gov/econ/census02/data/ratios/index.htm">http://www.census.gov/econ/census02/data/ratios/index.htm</a></td>
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## Business Plans -

<table>
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<tbody>
<tr>
<td>Search Library Catalog with keyword</td>
<td>“business plans”</td>
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<tr>
<td>Business Plans Handbook</td>
<td>e-book; search library catalog</td>
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