Selected Library Resources for Business Plan Project

All Business databases are accessible via the library database page (http://www.lib.udel.edu/db/) and the Business Subject Page (http://guides.lib.udel.edu/busadmin).

For a complete list of business resources, see Business and Economics section at http://guides.lib.udel.edu/index.php See also: Industry Research Guide (http://guides.lib.udel.edu/industryresearch)

Industry Sector Data (Industry surveys, overviews and Market Information)
First, find the industry classification codes for your industry using the North American Industry Classification System (NAICS) (http://www.census.gov/cgi-bin/sssd/naics/naicsrch?chart=2007).

Recommended Databases:
1. Business & Company Resources Center
2. Standard & Poor’s Net Advantage (See the Industry Surveys Section)
3. Mergent Online
6. The Standard & Poor's Industry Surveys
7. ReportLinker (provides industry review and analysis and data)

Industry & Business data from the government:
1. Business Census Data are available from the Census. See the Census Page— (http://www.census.gov/econ/)
   2. The County Business Patterns (http://www.census.gov/econ/cbp/)

Major Competitors
Recommended Databases:
1. Business & Company Resources Center
2. Hoovers Report (included in LexisNexis Academic - Company profile area)
3. Reference USA- The Business Database
4. The LexisNexis Academic. Select company profile. From the source field select appropriate data source.
Use ABI/Inform and Business Source Premier for competitor research (competitive intelligence) --- Knowing what the competition is doing right (and wrong); what products they have; what they charge for their products or services; Strategies and plans for the future, etc. . Also, you can find SWOT Analysis in both databases.

For Current News, In-depth Articles, and data about the Industry.
These databases will be helpful for general research on business, strategies, marketing and related issues.
1. Abi/Inform (includes the Wall Street Journal and SWOT on major companies)
2. Academic Onefile
3. Business Source Premier (has industry reports from Datamonitor as well as SWOT analysis)
4. Business & Company Resource Center
5. LexisNexis Academic.
6. Standard and Poors NetAdvantage
7. Value Line Research Center

**Market outlook for products**

*The Consumer Expenditure Survey (CE).* The Bureau of labor Statistics has CE data, see the Consumer Expenditure Survey (http://www.bls.gov/cex/).

**Industry Ratios**
1. Dun & Bradestreet Key Business Ratios
2. Mergent Online
3. See also the Industry Ratios Section (http://guides.lib.udel.edu/industryresearch).:

http://guides.lib.udel.edu/industryresearch

**Demographics & Population Data (such as Household Data and income, etc)**

Geographic area data (e.g. Newark)

1. The American Factfinder (http://factfinder2.census.gov/faces/nav/jsf/pages/index.xhtml)

**Basic Demographic**

They are available from the Census (http://www.census.gov/). For current income data, use the American Community Survey (http://www.census.gov/hhes/www/income/income.html). The American Factfinder provides demographic data at small geographic divisions (cities, zip code levels, etc) (http://factfinder2.census.gov/faces/nav/jsf/pages/index.xhtml).

**Data for Delaware -- Population Demographics**

The Center for Applied Demography and Survey Research (CADSR) (http://www.cadsr.udel.edu/default.cfm) is a project-oriented, policy analysis and survey research center at the University of Delaware. It provides demographic data on the state, on a number of subjects. For detailed demographic data on the state of Delaware, counties and major cities, see the Delaware Population Consortium: Annual Population Projections (http://stateplanning.delaware.gov/information/dpc/DPC2010v0.pdf).

**Analysis of Current Economic Environment**

1. There is a lag between government projections and the real economic conditions. You need to look at what may be currently happening using databases that provide analysis on the current economic environment and news. Example: LexisNexis Academic (news files), Academic OneFile, Business Source Premier, and Abi/Inform etc.

2. The CQ Researcher database (http://library.cqpress.com/cqresearcher/index.php) provides articles on "hot topics" on events that affect the United States and beyond. For example, there is an in-depth report on the current financial crisis. This report also provides links to related reports to the crisis.

3. LexisNexis Statistical Insight database provides congressional and other data on a range of issues that affect industries and businesses such as Congressional Hearings that may focus on an industry and its problems.

**For Legal Aspect of Business**, see following databases

1. LexisNexis Academic Database (select Legal Section)
2. LegalTrac
Books (Handbook, Manuals etc)
In Delcat, search for terms appropriate for your need in the subject or title fields.
Example --Business plans
--Small business—management

The Small Business Administration (SBA)
The SBA provides information on managing small businesses [Starting and Managing Business](http://www.sba.gov/) section on SBA home page (http://www.sba.gov/)

For a complete list of business resources see Business and Economics section at http://guides.lib.udel.edu/index.php
See also: [Industry Research](http://guides.lib.udel.edu/industryresearch)

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