

## Market Research

Thorough marketing research will help guarantee the success of your business venture. Determining industry and market size, identifying competitors, and learning about your community are all key ingredients of good market research. The following books provide step-by-step guidelines on how to conduct your research efforts:

**The Entrepreneur's Guide To Market Research.**  
Anne M. Wenzel [658.7 W482]

**Sexy Little Numbers : How To Grow Your Business Using The Data You Already Have.**  
Dimitri Maex [658.7 M186]

**Questionnaire Design: How To Plan, Structure And Write Survey Material For Effective Market Research.** Ian Brace [658.7 B796 2008]

### COMPETITORS AND SUPPLIERS

Identify your competitors and locate your suppliers or manufacturers by using the following resources:

**ReferenceUSA Business Database.**  
[LAPL Database]

Database is searchable by yellow page headings and geographical area down to the zip code level. Also includes databases for researching U.S. Consumers/Lifestyles and U.S. New Businesses.

**Mergent Intellect Database.** [LAPL Database]  
Provides private and public U.S and international business data, industry news, facts and figures, and executive contact information. Access over 900 industry segments via First Research with overview, business trends, forecasts and financial information.

## ... More on Market Research

**Business Insights: Essentials.** [LAPL Database]  
Provides company profiles, company brand information, rankings, investment reports, company histories, chronologies, and periodical articles.

**Thomas Register of American Manufacturers.**  
<http://www.thomasnet.com>  
Includes manufacturers, distributors and service providers in US and in Canada. Searchable by product, company, and brand name.

### DEMOGRAPHICS

Find out about the population of your community, e.g., its income, buying power, and spending patterns.

**CPA. Community Profile Analysis.** Annual  
[R 658.7 M939]  
Data by census tract and zip code cover household characteristics and statistics on business establishments for LA County.

**Demographics Now** [LAPL Database]  
Access demographic reports and search database for individuals or companies. Create market research list from over 206 million people and over 23 million businesses. Access Experian's Mosaic, a household-based segmentation system that classifies all U.S. households in 71 Unique Mosaic types.

**LocateLA.org.** <http://www.locatela.org>



Find business locations using real estate search, demographic analysis, industry reports and dynamic mapping tools. Site provides demographic and consumer spending data for Los Angeles' 35 Community Plan neighborhoods or city sub-regions.

## ... More on Market Research

### CURRENT TRENDS

Magazine and newspaper indexes can provide leads to information on market trends. All available through [www.lapl.org](http://www.lapl.org) and then "Research & Homework".

**General BusinessFile ASAP.** [LAPL Database]  
More newspaper and magazine articles on companies, industries, and products.

**Mergent Intellect Database.** [LAPL Database]  
Industry reports for 900 industry segments provided by *First Research*. Includes overview, forecast, trends & financial statistics.

**Standard & Poor's NetAdvantage.**  
[LAPL Database]  
Industry surveys for over 50 major sectors. Includes trends, current environment and key industry ratios and statistics.

### STATISTICS

Statistics and narrative analyses of industry performance are good indicators of business growth potential.

**Encyclopedia of American Industries.**  
[R 338.0973 E565]  
In-depth information on industries arranged by Standard Industrial Classification (SIC) code.

**Encyclopedia of Emerging Industries.**  
[R 338.03 E565]  
In-depth overview, market and financial information on 118 emerging U.S. industries.

**RMA Annual Statement Studies.** Annual  
[R 332.742 R642]  
Provides benchmark industry ratios for large, medium, and small-size firms, including private companies by NAICS code.

# Small Business Research

## A Selection of Materials Available in the Business & Economics Department



**CENTRAL LIBRARY**  
**BUSINESS & ECONOMICS DEPARTMENT**  
630 W. 5<sup>TH</sup> STREET  
LOS ANGELES, CA 90071  
213-228-7100; FAX: 213-228-7109  
E-MAIL: BUSINESS@LAPL.ORG

VISIT  
<http://www.lapl.org/central/>  
FOR DIRECTIONS & CURRENT HOURS



## General Resources

The following reference handbooks offer basic information on starting a new business enterprise and list a wide range of resources for follow-up assistance:

### **Nolo's Crash Course In Small Business Basics [Sound Recording]**

[CD 658 S858]

Five-disc collection covers cash flow and accounting; personal liability, insurance and business structures; marketing and advertising; business taxes and deductions; and employees, contracts, permits and licenses.

### **Small Business Sourcebook**

[R 658.03 S6355] various editions

Covers over 340 specific small business profiles and 99 general small business topics; small business programs and assistance programs in the U.S.

## Start-Up Guides

Start-up guides offer step-by-step assistance in setting up a company and are particularly helpful when applying for permits and licenses.

### **Entrepreneur Inc.'s Business Start-up Guides.**

A popular series covering more than 100 different businesses. Ask a librarian about the availability of a Guide for your business.

### **The Pocket Small Business Owner's Guide To Starting Your Business On A Shoestring.**

[658.1141 T555]

Provides cost-cutting tips for all types of start-up businesses.

### **Small Business for Dummies.** [658 T9935]

Provides advice on everything from generating ideas to locating start-up money

### **The Small Business Start-up Guide: A Surefire Blueprint To Successfully Launch Your Own Business.**

[658 R782 2013] various editions

Filled with essential checklists, worksheets, and advice on business startups.

### **The Small Business Start-up Kit for California.**

[658.09794 P152]

Step-by-step guidebook provides California-specific information on limited liability, partnerships, business tax, bookkeeping, and financial management.

### **The Small Business Bible: Everything You Need To Know To Succeed In Your Small Business.**

[658 S9125-1] various editions

Book includes examples, plans-of-action, and descriptions of the different types of situations that a business owner might encounter.

### **Los Angeles Works**

<http://www.losangelesworks.org/>



Web site provides a one-stop business resource for the City of Los Angeles. Includes content from over 20 city websites answering questions about permits, licenses, financing etc.

### **CalGOLD**

<http://www.calgold.ca.gov/>



Web site provides information on permits and other requirements of California agencies at all levels of government. It also provides contact information for the various agencies that administer & issue these permits. Searchable by type of business and location; with links.

## Running a Successful Business

**FINANCING** — These directories list financial institutions and venture capital firms that will finance small business ventures.

### **Corporate Finance Sourcebook.** Annual.

[R 332.03 C8225]

### **Directory of Venture Capital & Private Equity Firms, Domestic & International.** Annual

[R 658.1403 D5985]

**PREPARING A BUSINESS PLAN** — You will need a solid business plan in order to get the bank to lend you start-up money. There are many guides that detail what a good business plan looks like.

### **Business Plans Handbook: A Compilation of Actual Business Plans Developed by Small Businesses Throughout North America.**

[R 658 B9793-13] volumes 1-19 or

<http://www.referenceforbusiness.com/business-plans/> (free digital plans from vol 1-11) or

### **Gale Virtual Reference Library (Reference eBooks), [LAPL Database]**

Find digital version of **Business Plans Handbook**, starting with volume 20, in the Business subject section of this database.

### **Business Plans That Work: A Guide For Small Business.** [658 T5838-4 2011]

### **The Entrepreneur's Guide To Writing Business Plans And Proposals.** Dennis Chambers, 2008.

[658 C4443]

### **How To Write A Business Plan.** Nolo Press

Various editions [658.14 M154]

### **SBA Small Business Planner**

<http://www.sba.gov/smallbusinessplanner/plan/writeabusinessplan/index.html>

## More on Running a Successful Business

**COMMUNICATION** — Find the essentials of business correspondence, presentations, and record keeping in the following books:

### **The Business Writer's Handbook**

Various editions [651.75 A459]

### **Legal Forms For Starting & Running A Small Business.** Fred Steingold. [347.7 S822-2]

### **Mcgraw-Hill 36-Hour Course: Business Writing And Communication.** Ken Davis.

[651.75 D262 2010]

### **Persuasive Presentations for Business.**

Robert Bly [651.7 B661]

**SALES & MARKETING** — Learn how to market and promote your service or product by reading the following books:

### **Content Rules : How To Create Killer Blogs, Podcasts, Videos, E-Books, Webinars (And More) That Engage Customers And Ignite Your Business.** Ann Handley [658.872 H236 2012]

### **Marketing Without Advertising.** Nolo Press

Various editions [658.7 P562]

### **The Right-Brain Business Plan: A Creative, Visual Map For Success.** Jennifer Lee.

[658 L4783]

### **The Ultimate Small Business Marketing Toolkit: All The Tips, Forms, And Strategies You'll Ever Need.** Beth Goldstein.

[658.7 C4876]

### **Visual Marketing: 99 Proven Ways For Small Businesses To Market With Images And Design.**

David Langton [658.7 L286]