

# BUSINESS RESEARCH RESOURCES



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The following business databases are available free to SBDC clients through the Poudre River Public Library District, [www.poudrelibraries.org](http://www.poudrelibraries.org)

Do your own industry and market research from home or office using the Poudre Libraries websites for business: <http://read.poudrelibraries.org/adult/business/> and nonprofits: <http://read.poudrelibraries.org/nonprofits/>

You can also access the following databases directly through [www.poudrelibraries.org](http://www.poudrelibraries.org), link to “Research” tab then “Business and Finance”. Just use your library card number for easy access.

## 1. BUSINESS SOURCE PREMIER

(Business Journals, Magazines, Trade Journals, Company Reports, Country Reports, Industry Reports): This database gives you access to more than 1,210 full-text journals and magazine; 700 full-text peer-reviewed journals; market research reports, industry reports, country reports, company profiles and SWOT analyses for accounting, finance, economics, marketing, management, management information systems and operations management—national and global.

## 2. DEMOGRAPHICSNOW *(Demographics)*

Access to detailed U.S. demographic data, with reporting and mapping capabilities. Good for business, sociology, finance, marketing, public administration, political science; prepare a business plan; compare macro and micro trends of a selected populations; compare the demographics and market potential of any geography(ies) in the United States.



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### **3. FIRST RESEARCH** *(Industry Information)*

Provides unlimited access to over 900 industries, including industry overviews, competitive landscape, products and product niches, operations and technology, sales and marketing, finance and regulations, regional and international issues, human resources and labor standards, financial ratios and cost structure benchmarks. (A Dun & Bradstreet product)

### **4. HANDBOOK OF BUSINESS PLANS**

Actual business plans compiled by, and aimed at small businesses. Presents sample plans taken from businesses in the manufacturing, retail and service industries. Useful as examples of how to approach, structure and compose your business plan.

### **5. PLUNKETT RESEARCH ONLINE** *(Industry information)*

An independent publisher of U. S. industry research, covering over 40 major industries from Advertising to WiFi. Information includes industry and market trends, statistics, national and global companies within each industry,

### **6. REFERENCE USA** *(Business, residents and lifestyle listings)*

Provides detailed information on 44 million public and private U.S. businesses, and 271 residences, including lifestyle purchases (for each resident). Good for locating and making prospect lists for your business competitors or for Business-to-Business marketing. The “Lifestyle” module is good for locating and contacting your potential customers. Search by keyword, zip code, city, state, etc.



**Online Business and Nonprofit Center**  
<http://read.poudrelibraries.org/adult/business>

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A joint-use facility of Front Range Community College and Poudre River Public Library District. Reasonable accommodations will be made for access to programs for people with disabilities. Please call 221-6680 for assistance.



**Small Business Development Center**  
320 E. Vine Drive  
Fort Collins, CO 80524  
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