

Pikes Peak Library District

Business Resources



For more information on the following Business Resources, visit www.ppld.org or contact Terry Zarkesy, Business Services Librarian, at (719) 531-6333 ext. 2308 or tzarsky@ppld.org

Corporation

Reference USA

This database gives information on 31 million businesses in the United States. It includes information about who they are and what they do. It includes industry, sales, employees, credit rating and articles about them. It can be used to identify competition, vendors, target markets and to create mailing lists. This is a database for job seekers, business owners, sales and marketing and others.

Demographics

Business Decision

This identifies the consumer market and gives demographics and psychographics about them. It can be searched by address, zip codes, city, county or state. You can also upload your own database of customers to get information about them. The complete report is 200 pages long depending on how you choose to search. This includes information from 2000, 2010, 2011, 2015, 2016 and 2017 so you can compare actual to history and future projections. It includes age, race, income, housing, employment, Tapestry reports and spending habits. It now has added number of businesses in the area as well as number of employees and total residents. It gives a breakdown of the number of businesses by industry type. It also includes traffic counts.

This can be used to identify potential locations for your business and identify target areas to market to. Find out where your target market lives and create mailing lists using U.S. Consumers/Lifestyles.

U.S. Consumers/Lifestyles

This can be used to identify the best potential customers for you and includes demographics and spending habits. This gives basic information for mailing lists and detailed information on who spends the most money in 135 categories. The consumer snapshot section will identify areas that are high in many demographics including gender, age, ethnicity, child, grandparent or veteran present. It also includes language, religion and politics, home values and incomes as well as occupations and housing. This section gives the data in charts and graphics as it protects individual status. Spending habits are ranked on a scale of 0 to 9 with 0 being no purchases to 9 being the highest number of purchases and only those shows those names and addresses of those spending in the 6-9 range on specific items like cars, apparel, gardening, sports and many more items.

This can be used to identify those that have the most potential to spend in areas of interest to you. You can create mailing lists to use in your business.

Magazine and Newspaper Indexes

All-in-One

This allows the user to search 13 databases that PPLD subscribes to from a company called Ebsco. They search many magazines and newspapers to find articles on many different topics. It also includes many primary source documents including books, diaries, speeches and manuscripts. Searching in this database instead of individually gets rid of duplicate entries and find articles from databases you may not think would have anything on your topic. These databases are primarily from the United States with some coverage for large foreign cities. These articles can be translated into many other languages at the click of a button. They can also be listened to or downloaded to print or MP3 players for later use.

This can be used by anyone seeking information on many different topics. They can be searched by name, keyword or subjects.

Business Plans

Business Plans Handbook

This contains actual business plans for working businesses. These can be used as templates or to find out how to do a business plan for your business.

If you've never done a business plan this will help you know what data to include in which section and how to present the information to successfully get all concerned with the business on the same page and potentially raise money to grow the business.

Educational

Learn on Demand

Includes tutorials to learn Microsoft Office products – Excel, Word, Access, PowerPoint and Outlook. It also includes operating systems like MAS OSX, Windows 7, SharePoint, and QuickBooks. These are interactive and have audio, visual and activities you must do to advance. You log in as yourself and it saves what you have completed. Certificates are awarded upon successful completion.

Universal Class

500 classes for you to take from Baking Pies to Starting a Business. About 80% are continuing education courses. You can sign up for five classes at a time and have six months from when you start to finish them. Includes Business, Marketing, Financials, QuickBooks, Advertising, Computers, Self Help, Psychology, Parenting and much much more. If you pass the final test you get a certificate. Lesson outlines are included so you can see what is covered in each class. Homework is part of the classes.



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