

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:

Guerrilla Marketing Research. Robert Kaden, 2006. [658.7 K11]

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.

Million Dollar Database. [LAPL Database]

Over 14 million business company records that include information from D&B Microcosm and the California Manufacturer's Register. Detailed company profiles with full criteria for location, industry, size and contact information.

Mint Global Database. [LAPL Database]

International database for information on the top 5 million public and private companies worldwide.



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Business & Company Resource Center (Infotrac/Gale). [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 Los Angeles County.

LocateLA.org

<http://www.locatela.org>



Find optimal business locations using powerful 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. Updated annually by Applied Geographic Data

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CURRENT TRENDS

Magazine and newspaper indexes can provide leads to information on market trends. All available through www.lapl.org and then "Databases".

General BusinessFile ASAP.

[LAPL Database]

More newspaper and magazine articles on companies, industries, and products.

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. 2007.

2 volumes [R 338.0973 E565]

In-depth information on industries arranged by Standard Industrial Classification (SIC) code.

Manufacturing USA. Annual [R 338.473

M2945]; **Service Industries USA.** Annual [R 338.0973 S4915]

Industry statistics and lists of leading companies by SIC code.

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.

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Small Business Research

A Selection of Materials Available in the Business & Economics Department



CENTRAL LIBRARY
BUSINESS & ECONOMICS DEPARTMENT
630 W. 5TH 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:

Encyclopedia of Business Information Sources. 2009 [R 658.03 E96]

A bibliographic guide to more than 31,000 citations, covering over 1,100 subjects of interest to business personnel.

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

2 volumes [R 658.03 S6355]

Information services and sources for over 100 types of small businesses.

Small Business Handbook [R 658 B9725]

Contains guidance on starting, planning, organizing, financing and operating your new business.



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 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.

Start, Run & Grow A Successful Small Business. ToolKit Media Group

[658 S7966-2 2008]

Manual covers start-up cost-cutting tips, step-by-step checklists, case studies, a model business plan, and business documents

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. 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 show you in more details what a good business plan looks like.

Anatomy Of A Business Plan. Laura Pinson, 2008 [658.14 P658]

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

[R 658 B9793-13] or

<http://www.referenceforbusiness.com/business-plans/>

Business Plans That Work For Your Small Business. [658 B9793-12 2008]

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: Write a Business Plan...

<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 [651.75 A459]

The Complete Book of Business Legal Forms. James Ray. [347.4 R263 2008]

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

Persuasive Presentations for Business. Robert Bly, 2008. [651.7 B661]

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

Entrepreneur Magazine's Ultimate Small Business Marketing Guide. James Stephenson. [658.7 S8365 2007]

Guerrilla Marketing: Easy And Inexpensive Strategies For Making Big Profits From Your Small Business. Jay Levinson. [658.7 L665-1]

Marketing Without Advertising. Nolo Press Various editions [658.7 P562]

The Ultimate Small Business Marketing Toolkit: All The Tips, Forms, And Strategies You'll Ever Need. Beth Goldstein. [658.7 C4876]