

Small Business & Entrepreneurship Resource Guide

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This guide provides selected information resources on Small Business. Included are the Mildred F. Sawyer Library subscription databases, selected websites, and print resources. For specific book and periodical titles, or to browse the results of a search for books on [small business](#), check the [Suffolk University Library Catalog](#).

Industry Information: The Playing Field

[First Research \(Industries\)](#)

First Research covers industries from 11 broad sectors (Construction & Real Estate; Public Services, Education, Recreation; Finance & Insurance; Retail; Food & Agriculture; Services; Healthcare; Manufacturing; Technology & Communications; Transportation, Energy, Storage; Wholesale). Many of the profiled businesses are not readily found in other sources, such as Title Insurance Services or Optometrists and Opticians. Users may search (by keyword, SIC or NAICS code) or browse the industry profiles, which are updated quarterly. There is also a section devoted to State & Province Profiles, which provide a snapshot of the business climate in individual states and provinces.

[Standard and Poor's NetAdvantage: Industry Surveys](#)

Standard and Poor's Industry Surveys provides detailed economic and business information for 52 major U.S. industries, viewed at the national / global level. Each survey includes sections on recent trends, 'how the industry operates,' and how to analyze a company.

[Business & Company Resource Center](#)

The industry section in Business & Company Resource Center (a Gale Cengage, Infotrac database) allows searches by SIC, NAICS, or industry description. Results include industry overviews, and links to news and profiles about companies in that industry.

[Value Line Research Center](#)

Value Line is primarily used for investment research on companies and their stocks. In addition, Value Line provides a one page Industry Commentary of each industry covered by Value Line. These commentaries frequently include a chart of retrospective and estimated composite statistics, such as the Average Annual P/E Ratio. The print version of Value Line is available at the Sawyer Library Reference Desk (REF Desk HG4501 .V26)

[Small Business Resource Center](#)

Small Business Resource Center provides a mix of articles and (online) reference book materials on all areas of starting and operating a business, such as accounting and taxes, finance, and marketing. Users may also browse materials by **type of business** (e.g., Child Care Services) or view a list of sample business plans based on their Business Plans Handbook series, which is also available in the Gale Virtual Reference Library database.

[RDS Business Suite & TableBase](#)

RDS Business Suite is a collection of three business information databases - Business & Industry, Business & Management Practices, and TableBase. TableBase is comprised of tabular information on market share, market size, product and brand rankings. Business & Industry is a

broad-based database that covers companies, industries, products and markets. Business & Management Practices focuses on practical approaches to management processes.

[Building Green](#)

Those who are interested in starting a "green" business, may wish to investigate Building Green. This resource combines GreenSpec (a directory of green products), Environmental Building News, and a database of case studies, with the goal of helping "building-industry professionals ... [to] reduce the adverse impacts, of buildings."

Sample Business Plans

[Gale Virtual Reference](#)

Gale Virtual Reference is a collection of online reference books. Users looking for sample business plans will find the first 12 (of 14 volumes) of the **Business Plans Handbooks**.

Other titles include:

- Encyclopedia of Business and Finance
- Encyclopedia of Small Business
- Gale E-Commerce Sourcebook
- Gale Encyclopedia of E-Commerce
- Encyclopedia of American Industries

[Small Business Resource Center](#)

The Small Business Resource Center includes sample business plans, based on the Business Plans Handbook series.

[ebrary](#)

Ebrary is a collection of over 23,000 online books, available to the Suffolk University community. Business topics are well represented, with such titles as [The Ultimate Small Business Guide](#), and [How to Write a Business Plan](#).

Suffolk University Library Catalog: [Keyword search for "business plans"](#)

This search in the online catalog brings a lengthy list of results, many of which are available electronically. Note: not all of the results are relevant.

Business Plan (& Marketing Plan) Websites

[U.S. Small Business Administration: Small Business Planner](#)

http://www.sba.gov/starting_business/planning/basic.html

Business plan outline and tutorial provided along with lots of additional information for those interested in starting small businesses.

[Business Plan Preparation: Tools for Writing Business Plans](#)

<http://leeds-faculty.colorado.edu/moyes/bplan/>

The authors of this business planning website are based at the Leeds School of Business, University of Colorado at Boulder. The website provides business plan outlines, templates, spreadsheet tools, and sample plans.

[Bplans.com](#)

<http://www.bplans.com/>

This site is produced by the developers of the commercial products Business Plan Pro and Marketing Plan Pro. However, there are some free business and marketing plans here which are searchable by type of business.

[Business Owner's Toolkit: Sample Business Plan Components](#)

http://www.toolkit.cch.com/tools/buspln_m.asp

After registering for free membership, you can download three sample business plans (manufacturer, service provider, retailer) and two sample business plan financials (Excel files) that can be used as templates.

[morebusiness.com: Business and Marketing Plans](#)

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

Some sample business and marketing plans and suggestions on how to create business plan presentations.

[Inc.com: Writing a Business Plan](#)

<http://www.inc.com/writing-a-business-plan>

Inc magazine's website presents a group of useful articles from the magazine that focus on building a business plan.

[Small Business Development Center National Information Clearing House: Business Plans](#)

<http://sbdnet.org/SBIC/businessplans.php>

This page in the SBDC website lists links to websites where you will find information about business plans. It also provides links to many sample business and marketing plans for specific types of businesses, e.g. bookstore, e-commerce, service firms.

[Mplans.com: Sample Marketing Plans](#)

http://www.mplans.com/sample_marketing_plans/

This is the companion website to [Bplans.com](#), the business plan website. The Mplans website offers free marketing plans, searchable by business type, that are drawn from the much larger collection that is available in the commercial product Marketing Plan Pro.

[Entrepreneur.com: Marketing](http://www.entrepreneur.com/marketing/index.html)

<http://www.entrepreneur.com/marketing/index.html>

Here is a collection of articles about marketing plans: how to create one, the ingredients and structure of a marketing plan, a marketing plan checklist, etc.

Markets, Consumers, & Opportunities

[Global Market Information Database \(GMID\)](#)

Euromonitor, the publisher of this database, provides **in depth coverage of consumers, countries, and markets world wide**, as well as information on the industries and companies serving these markets.

[SRDS Consumer Magazine Advertising Source](#)

Standard Rate & Data Service's (SRDS) Consumer Magazine Advertising Source provides information needed to advertise in consumer magazines and 'out-of-home' media (e.g., airports, bus shelters, taxis), including: contact information, rates, and circulation statistics. The online version also includes the "Local Market Audience Analyst Overview," a tool for demographic and lifestyle market research. Sawyer Library also subscribes to the [print versions of both the Consumer Magazine](#) and [Out-of-Home](#) source books.

[Demographics Now](#)

DemographicsNow (produced by Gale and SRC and based on U.S. Census data) allows users to build reports on the statistical characteristics of a specific population. Demographic data categories include income, housing, race, age, education, consumer expenditures, - factors useful in determining where you should locate your business.

[MRI+ Mediamark Reporter](#)

"The leading database of key magazine planning resources," Mediamark, makes its basic information about media available without charge, as long as you register for a free account. Note: Suffolk students and faculty can also access the "Mediamark Reporter," which covers product and brand demographics, as well as media data. To access this area you **MUST** sign up using a Suffolk email address (with a domain extension of "suffolk.edu"), as only validated Suffolk users are provided access to this library of market research statistics

[STAT-USA](#) (STAT-USA will be discontinued on 09/30/2010.)

The Globus and National Trade Data Bank (NTDB) section of Stat-USA contains Market Research reports and Best Market reports, which can provide useful leads to export opportunities. Unfortunately, the service will be closed as of 09/30/2010.

Identifying Competitors: Generate Lists of Companies

[ReferenceUSA](#)

ReferenceUSA is a massive directory of American (13 million) and Canadian (1 million) businesses. The information is compiled from public sources such as "Yellow Page and Business White Page telephone directories; annual reports, 10-Ks and other SEC information; federal, state, provincial and municipal government data; Chamber of Commerce information; leading business magazines, trade publications, newsletters, major newspapers, industry and specialty directories; and postal service information." Users may generate lists of companies based on criteria such as SIC, NAICS, or yellow page heading. Unlike the other sources listed below, **ReferenceUSA will include very small private companies.**

[Hoovers](#)

Use the "Advanced Search / Build a List" function to generate a list based on criteria such as geographic location (zipcode, area code), annual sales, number of employees, and industry designation.

[LexisNexis Academic: Business: Create a Company List](#)

Within the business section of Lexis, choose the "Dossier Create a Company List" to generate lists based on the standard criteria of industry, size, and location.

[Corporate Affiliations](#)

The advanced search screen of Corporate Affiliations (owned by LexisNexis) will let users generate lists of companies. Corporate Affiliations covers major publicly traded companies, private companies with revenue in excess of \$1 million, and international companies with revenues of \$10 million or greater. Subsidiaries are included, and can be displayed in a hierarchy chart.

[Infotrac's General Business File ASAP: Company Profiles](#)

To access Company Profiles from the General Business File, choose the advanced search, then "Company Profiles." Drop-down box search options include SIC code, sales, and employees (but not location).

The Business Press: Boston Area, Regional, and National Business News

[Boston Business Journal / Bizjournals Online](#)

Bizjournals Online provides local business news from major metropolitan cities across the country, and most notably for New England, it provides access to the Boston Business Journal. Coverage is from 1996 to the present, and includes special publications such as the [Boston Business Journal's Book of Lists](#), which compiles ranked listings in a variety of corporate and nonprofit categories. The Sawyer Library also has the most recent two years of the [Boston Business Journal in Print](#), and the hard copy of the [Boston Business Journal's Book of Lists](#) from 1994 to the present. The [Boston Business Journal Website](#) (<http://www.bizjournals.com/boston/>) provides current articles and archives are available for free with registration.

[Massachusetts Newsstand](#)

Full text articles from many of Massachusetts' largest newspapers from across the state, including the Boston Globe, the Boston Herald, the Patriot Ledger, and the Sun (Lowell).

[LexisNexis Academic](#)

Provides many sources of business, general news, and legal information. Includes many newspaper titles, such as the New York Times, and newswire sources. All articles are in full-text.

[Business Source Complete](#)

Provides indexing and abstracts for over 8,000 business journals and cumulative full-text for over 1,100 peer-reviewed business journals. Topics of coverage include management, economics, finance, accounting, international business, and entrepreneurship.

[Business Source Complete: Regional Business News](#)

When you enter BSC, you will have the option of choosing a database called "**Regional Business News**," which covers local business news from around the USA.

[Wall Street Journal](#)

The Wall Street Journal, Eastern Edition, is available in online full-text from 1984 to the present from the ProQuest database. An [archive of PDF files](#), showing an image of the actual paper and covering 1889-1990, is also available, and the Sawyer Library owns [The Wall Street Journal](#) on microfilm from 1970 to the present.

[General Business File](#)

Provides articles from magazines and trade journals on major companies and industries. Coverage is from 1980 to the Present.

Ratios: Comparing Yourself to Others

The purpose of calculating industry ratios (or averages) is to evaluate your chosen company's strengths and weaknesses as compared to those of competing businesses in that industry. The Sawyer Library subscribes to several resources which provide these ratios, some are electronic, and some are in print. The ratios are arranged by either **Standard Industrial Classification (SIC) or North American Industry Classification System (NAICS) codes**.

Dun & Bradstreet's [D&B Key Business Ratios](#), online product.

Dun & Bradstreet's [Industry Norms and Key Business Ratios](#), print volume, REF Desk HF 5681 .R25 I525

Dun & Bradstreet provides statistics for the widest range of industries, "over 800 lines of business," as defined by SIC code. Includes "typical" balance sheet and income statements with "common-size" financial figures, as well as 14 performance ratios. Figures are based on data taken from a Dun & Bradstreet database that includes over one million financial statements from public and private companies. The online product also provides 14 key performance ratios, grouped by performance—solvency, efficiency, and profitability, and broken down into median figures, with upper and lower quartiles. The online product also has a worksheet to enable users to calculate ratios using existing financial information.

[eStatement Studies \(RMA\)](#)

[RMA Annual Statement Studies](#) (Robert Morris)

REF Desk HF 5681 .B2 R6

eStatement Studies is the online version of the RMA Annual Statement Studies. It offers detailed data, derived directly from financial statements, on over 750 industries. In addition to the expected financial ratio benchmarks data, users will also find distribution statistics on the one-year and five-year probability of default estimates, by industry. The print publication provides "common-size" balance sheets and income statements, and 16 financial and operating ratios, for over 500 lines of business, by company size groups. Although it is organized by SIC code, the appropriate NAICS number(s) are also listed.

Troy's [Almanac of Business and Industrial Financial Ratios](#)

REF Desk HF5681 .R25 T861

Starting with the 2002 edition, the Troy's Almanac is organized by the North American Industry Classification System (NAICS), instead of the Standard Industrial Classification (SIC). An appendix provides a translation between the NAICS and SIC codes. 192 industries are covered, and their performance averages are broken down by 12 categories based on asset size. Each industry is described by fifty performance indicators, which are based on tax returns.

[Standard and Poor's NetAdvantage: Industry Surveys](#)

Although Standard and Poor's does not provide industry averages, the Comparative Company Analysis section of each survey does provide profit-, balance sheet-, and equity ratios for specific

companies.

[Lexis-Nexis Academic: Business: Company Dossier - Compare Companies](#)

The Compare Companies feature of LexisNexis Academic allows users to compare up to five companies. The results will contain balance sheet, income statement, and ratio information for companies that are listed on one of the US stock exchanges.

[Business & Company Resource Center](#)

The financials tab (resulting from a company search) in Business & Company Resource Center includes the option to compare ratios (as well as income statements, balance sheets, and cash flow) between a group of six competitors.

[Value Line Research Center](#)

In addition to specific company and stock information, Value Line Survey Issues provide a one page Industry Commentary of each industry covered by Value Line. These commentaries frequently include a chart of retrospective and estimated composite statistics, such as the Average Annual P/E Ratio. The [print version of Value Line](#) is available at the Sawyer Library Reference Desk (REF Desk HG4501 .V26).

Funding: Angel Investors and Private Equity

[Massachusetts Venture Capital and Private Equity](#)

REF DESK HG5128.M3 M37 2010

"The complete guide to venture capital, private equity, incubator and angel investors."

[The Directory of Venture Capital & Private Equity Firms, Domestic & International](#)

REF DESK HG4751 .D57 2010

The title speaks for itself.

[Pratt's Guide to Private Equity Sources](#)

REF HG64 .P73 2003

The combined continuation of two earlier publications: *Pratt's Guide to Venture Capital Sources* and the *Directory of Buyout Financing Sources*.

[U.S. Small Business Administration: Small Business Investment Company \(SBIC\)](#)

<http://www.sba.gov/aboutsba/sbaprograms/inv/index.html>

The SBIC was "created by Congress in 1958 to bridge the gap between entrepreneurs' need for capital and traditional financing sources." This program is administered by the Investment Division of the U.S. Small Business Administration (SBA). The site outlines information for [entrepreneurs who are seeking financing](#).

[FAQs on Angel Investing](#)

<http://www.angelcapitalassociation.org/entrepreneurs/faqs/>

Angel Capital Association is the trade association of angel investment groups in North America. As such, they do not offer services to entrepreneurs, however they do provide some free information, including this FAQ, which discusses what angel investing is, how to determine if this type of capital is right for you and your company, and basic information on how to prepare for the funding process.

[Stanford University's Entrepreneurship Corner: Videos & Podcasts](#)

<http://ecorner.stanford.edu/index.html>

The Stanford Technology Ventures Program (STVP) Entrepreneurship Corner is a free online archive of over 1600 videos and podcasts of lectures. The mission of the STVP is to support the teaching of entrepreneurship to future scientists and engineers. The materials cover a range of topics relevant to entrepreneurs, including [finance and venture capital](#).

Selected Websites for Small Business

[SBA: Small Business Administration Home Page](#)

<http://www.sbaonline.sba.gov>

The official website of the SBA, with links to resources pertaining to starting, financing, or expanding a small business. Information specific to local areas are also included, such as the [2009 Small Business Profile for Massachusetts](#). The Massachusetts profiles for [2001](#), [2002](#), [2003](#), [2004](#), [2005](#), [2006](#), [2007](#), and [2008](#) are also available. For more SBA news related to the regional Boston office, take a look at [SBA Boston District Office webpage](#).

[BRASS: Best of the Best: Small Business](#)

<http://www.ala.org/ala/mgrps/divs/rusa/sections/brass/brassprotocols/bestofthebestbus/bestbusinesswebsitesmall.cfm>

BRASS is the Business Reference and Services Section of the American Library Association. This is the webpage that presents their choices for the most useful websites for small business research.

[Massachusetts Small Business Development Center Network](#)

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

The MSBDC is a partnership of the U.S. Small Business Administration and the Commonwealth's Department of Economic Development and a consortium of higher educational institutions led by the Isenberg School of Management at the University of Massachusetts Amherst and including Boston College, Clark University, Salem State College, the University of Massachusetts Boston and the University of Massachusetts Dartmouth. Their mission is to provide "high-quality, in-depth counseling, training and capital access which contributes to the entrepreneurial growth of small businesses throughout Massachusetts." Besides information about their services and offices, their [MSBDC Business Links Page](#) is also useful.

[National Federation of Independent Business \(NFIB\)](#)

<http://www.nfib.com/>

"The National Federation of Independent Business (NFIB) is the largest advocacy organization representing small and independent businesses." The group states that its aim "is to influence public policy at the state and federal level and be the resource for small and independent business in America." Although resources and purchasing opportunities are available only to members, there is useful material freely available. Take a look at NFIB's [Research Foundation page](#) and also check out the [NFIB Massachusetts](#) page.

[Guide to Massachusetts Tax and Employer Obligations](#)

<http://www.mass.gov/?pageID=dorsubtopic&L=4&L0=Home&L1=Businesses&L2=Current+Tax+Year+Information&L3=Guide+to+Employer+Tax+Obligations&sid=Ador>

The Massachusetts Department of Revenue has posted this website within the [Starting & Registering a Business](#) section of the DOR.

[WSJ.com: Small Business](#)

<http://online.wsj.com/small-business>

This website comes from the Wall Street Journal Center for Entrepreneurs. It includes feature articles, special reports, toolkits (for things like creating a business plan and searching for trademarks), ideas, franchising, financing, and other information on running a business.

[Business.gov: Small Business Assistance & Training](#)

<http://www.business.gov/start/assistance.html>

"Small Business Guides provide clear and concise information that helps you manage your business while complying with government regulations. Covering topics from advertising to taxes, each guide provides a collection of resources from across federal, state and local governments."

[U.S. Census Bureau](#)

<http://www.census.gov>

The federal agency that collects and produces all kinds of population and economic census data and reports, the Census Bureau also produces a good deal of business data. Take a look at the page [Statistics about Business Size \(including Small Business\)](#) to get some basic information of small (and other) business statistics, and links to associated pages from the Census Bureau.

[Massachusetts Economy at a Glance](#)

<http://www.bls.gov/eag/eag.ma.htm>

The U.S. Department of Labor can also provide useful statistics related to business operations. This page, specific to the Massachusetts economy, provides local labor force, wages, and layoffs data. There is a link to view "Other Available At a Glance Tables," and in the upper right area of the page there are "Search" and an "A-Z Index" links that allow you to delve more into BLS information.

[BizStats.com](#)

<http://www.bizstats.com/>

This site, presenting "useful business statistics online," allows you to either "benchmark" your business by comparing your total revenues to the industry at large, or, in a lower section, provides pages with specific statistical measures, by industry. Statistics include anything from "inventory turnover ratios by industry" or "most popular small businesses."

[Entrepreneurship.org](#)

<http://www.entrepreneurship.org>

Entrepreneurship.org is the result of a public-private partnership between the Ewing Marion Kauffman Foundation and the U.S. commerce Department's International Trade Administration. The partnership gathers relevant web content geared towards organizing and operating a business venture, creating wealth, and employing people.

[Office of Women's Business Ownership \(SBA\)](#)

<http://www.sba.gov/aboutsba/sbaprograms/onlinewbc/index.html>

Provided by the U.S. Small Business Administration and several corporate sponsors, this is a "one-stop shopping" site for information related to women and entrepreneurship, from starting a business to operating in global markets. Multilingual web access.

[U.S. EPA Small Business Gateway](#)

<http://www.epa.gov/smallbusiness/>

A useful gateway to environmental information and small business contacts, provided by the United States Environmental Protection Agency.

[The U.S. Chamber of Commerce Directory Search Page](#)

<http://www.uschamber.com/chambers/directory/default.htm?d=false>

People starting a business often wish to start networking with other local business people early on. This webpage allows you to search for local Chambers of Commerce, organized by state.

[ThomasNet](#)

<http://www.thomasnet.com/index.html>

A web version of the **Thomas Register of American Manufactures**, which provides information on 156,914 American and Canadian companies, 135,415 brand names, and 7,782 online supplier catalogs and web links. Can be useful in identifying suppliers of goods. Or you may identify your competition here, as well. The information is free, but registration is required.

[Inc. Magazine](#)

<http://www.inc.com/incmagazine/>

Inc. is an entrepreneurial magazine founded right here in Boston. At their website you can find articles from the current issue, as well as archives. Here, also, is the "Inc 500" list of "America's Fastest-Growing Private Companies." There are also informational sections in areas like "managing employees" and "finding capital." The site is searchable, or you can browse through "articles by topic."

Selected Print Resources

[Financial Studies of the Small Business](#)

REF HD2346.U5 F55a; 1990 -

[Small Business Profiles](#)

REF HD62.7 .S62; 2 vols.

[Small Business Sourcebook](#)

REF HD2346.U5 S65; 20th ed.; 2 vols.

"A guide to the information services and sources provided to 100 small businesses by associations, consultants, educational programs, franchisers, government agencies (federal, state, and local), reference works, statisticians, suppliers, trade shows, and venture capital firms."

[Encyclopedia of Small Business](#)

REF HD62.7 .H553 1998; 2 vols.

The [2007 third edition](#) of the Encyclopedia of small business is available online through Gale Virtual Reference.

[Business Plans Handbook](#)

REF HD62.7 .B865; 10 volume set.

"A compilation of actual business plans developed by small businesses throughout North America." An online version of this set is available through [Gale Virtual Reference](#) and through the [Small Business Resource Center](#).

[The Successful Business Plan: Secrets & Strategies](#)

REF HD62.5 .A344 2003

[Start, Run & Grow a Successful Small Business](#)

REF HD62.7 .S778 1998

[Pratt's Guide to Private Equity Sources](#)

REF HG64 .P73 2003

The combined continuation of two earlier publications: *Pratt's Guide to Venture Capital Sources* and the *Directory of Buyout Financing Sources*.

[National Trade and Professional Associations of the United States](#)

REF HD2425.D53 2010

"Lists some seven thousand trade associations, labor unions, professional, scientific, or technical societies and other national organizations."

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