

## Small Business Resource Guide

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[Periodical Indexes, Full-text  
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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](#).

### **Periodical Indexes, Full-text Databases, and Online Reference Books**

#### [Small Business Resource Center](#)

Small Business Resource Center aims to provide information from a mix of articles and (online) reference book materials on all areas of starting and operating a business, such as accounting and taxes, finance, human resources, management, and marketing. In addition to keyword searches, 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.

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

First Research offers a wide variety of Industry Profiles that are grouped into 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 profiles cover businesses 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.

### [Gale Virtual Reference](#)

Gale Virtual Reference is a collection of full-text electronic reference books. Titles include:

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

### [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](#).

### [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.

### [Stat-USA: Globus and the National Trade Data Bank \(NTDB\)](#)

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.

### [Building Green](#)

The BuildingGreen Suite integrates online versions of GreenSpec (directory of green products), Environmental Building News, and a database of more than 160 high-performance building case studies, with the goal of helping "building-industry professionals and policy makers improve the

environmental performance, and reduce the adverse impacts, of buildings."

### [Credo Reference \(formerly: xreferplus\)](#)

X-referplus is an online reference library, with full-text access to a 169 reference books (primarily subject specific dictionaries). The Business category includes dictionaries of business, economics, finance, and human resources.

### [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 Boston Globe, the Boston Herald, 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. Note: when you enter BSC, you will have the option of checking a box that simultaneously activates a database called "**Regional Business News**," which covers local business news from around the USA.

### [Boston Business Journal](#)

<http://www.bizjournals.com/boston/>

Online version of the print publication. Current articles and archives are available for free with registration. The Sawyer Library also subscribes to the print version of the [Boston Business Journal](#), which includes the annual [Book of Lists](#).

### [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.

### [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

## **Resources for Small Businesses & Entrepreneurs**

### [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 [2008 Small Business Profile for Massachusetts](#). The Massachusetts profiles for [2001](#), [2002](#), [2003](#), [2004](#), [2005](#), [2006](#), and [2007](#) 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)

[http://www.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)

<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)

<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/)

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

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

### [Find a Chamber of Commerce](http://www.chamber-of-commerce.com/search.htm)

<http://www.chamber-of-commerce.com/search.htm>

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, worldwide, and also to search for other City, State and Provincial websites. One warning: Although there are large colorful buttons on the opening screens offering you the ability to "Search," these don't work properly. Use the less striking links directly below to get search pages for Chamber or City listings. And if nothing is found here, try [The U.S. Chamber of Commerce Directory Search Page](#) for member groups, organized by State. And, when all else fails, try a good search engine like [Google](#) and do a search for the city name and state combined with the words chamber and commerce, and you might find a webpage for the appropriate local group.

### [ThomasNet](http://www.thomasnet.com/index.html)

<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.

### [SuperPages.com](http://yellowpages.superpages.com/categorybrowser.jsp?STYPE=S)

<http://yellowpages.superpages.com/categorybrowser.jsp?STYPE=S>

The Business Yellow Pages on the Web, offered by idearc Media, is also a good basic source for identifying the competition, or suppliers in a particular area. Search by industry category, business name, city, or telephone number. Choose a global directory. Search by state combined with one other category, or use a zip code. Detailed search allows combination of search fields.

### [Entrepreneur.com](http://www.entrepreneur.com/)

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

This corporate website, associated with Entrepreneur magazine, provides articles on topics like the best franchise opportunities or why you need a disaster plan. Areas include start-ups, homebiz, marketing, management, e-biz, and more.

### [Inc. Magazine](http://www.inc.com/incmagazine/)

<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."

## **Business and Marketing Plans**

### [U.S. Small Business Administration: Small Business Planner](http://www.sba.gov/starting_business/planning/basic.html)

[http://www.sba.gov/starting\\_business/planning/basic.html](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/)

<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)

<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)

[http://www.toolkit.cch.com/tools/buspln\\_m.asp](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)

<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/guides/write_biz_plan/)

[http://www.inc.com/guides/write\\_biz\\_plan/](http://www.inc.com/guides/write_biz_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://sbdcnnet.org/SBIC/businessplans.php)

<http://sbdcnnet.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/)

[http://www.mplans.com/sample\\_marketing\\_plans/](http://www.mplans.com/sample_marketing_plans/)

This is the companion website to [Bplans.com](http://www.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.

## **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 [2002 second edition](#) and the [2007 third edition](#) of the Encyclopedia of small business are both 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 2007

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