Selected Resource for Business Plan

Market and Industry Analysis

Industry Code

NAICS (North American Industry Classification System) SIC

Industry Survey/Market Research
- Business and Company Resource Center
  - Industry Survey
  - Market Research (the same report is in PDF format in Business Source Premier)
  - Market Share
- Standard and Poor’s NetAdvantage
  - Industry Survey
- Business Source Premier
  - In the first search box, type in “industry profile and united states” and in the second search box, type in your industry.
- Business and Industry (also accessible through Business Reference Suites)
  - Marketresearch.com Academic
- Frost and Sullivan
- Gartner Advisory
- Wall Street Transcripts
- Investext Plus (also in Business and Company Resource Center)

Trade Publications

- ABI/INFORM Global
- Business Source Premier
- Business and Industry (also in Business Reference Suites)
- Business Index ASAP (also in Business and Company Resource Center article search)
- LexisNexis Academic

Industry Associations
- Associations Unlimited (also in Business and Company Resource Center)

Demographics

- Stat-USA.
- LexisNexis Statistical
- Tablebase (also accessible through Business Reference Suites)
- Sports Business Research Network
- ReferenceUSA
Consumer
- *Simmons Study of Media and Markets* (dedicated terminals only—CD-ROM stations)
  - *Mention Mediaamark Research*
- *Lifestyle Market Analyst* (business library circulation desk)
- *Demographics USA* (business library circulation desk)
- *Consumer Dimensions* (business library circulation desk)

Financial Plan

Business Plans Handbook

Industry Ratios

- *Annual Statement Studies* by Risk Management Association
- *Almanac of Business and Industrial Financial Ratios* *Industry Norms and Key Business Ratios* *Moody's Industry Review* *S&P Analysts' Handbook*
- *Financial Studies of the Small Businesses*

Company Financials
1. *Mergent Online*
2. *Thomson Research/Compact Disclosure* (business library access only)
3. *LexisNexis Academic*
4. *Hoover's Online* (now part of D&B)

Funding
- *The Directory Of Venture Capital & Private Equity Firms, Domestic & International* (business library Reference HG4961.F58)

Operations and Distribution
- *Thomas Register of American Manufacturers*
- *American Wholesalers and Distributors Directory*