



Library and Online Resources to Help with Your Business Plan



The following are Library and Online Resources to help you gather information for your business plan.

1. Executive Summary
2. Company Description

For these two sections, the following databases and websites should get you comfortable with your overall plan:

Databases:

- Business Source Premier <<http://dalva.fcgov.com/screens/database.html>> Full text for over 3,000 scholarly business journals covering management, economics, finance, accounting, international business and much more. Use “business plan*” in keyword.
- Small Business Resource Center <<http://dalva.fcgov.com/screens/database.html>> Covers major areas of starting and operating a business. Search and browse sample business plans, how-to articles, overviews, and directories

Websites

- Bplans.com – The Business Planning Expert <<http://www.bplans.com/>> Offers more than 60 free sample business plans, interactive calculators to determine cash flow, starting costs, conversion rates, and other figures to use in a business plan. Also, includes feature articles on topics such as starting a business, marketing and advertising, growing a business, and managing your e-business. A Business Plan Pro, business planning software, is available for purchase through the website.
- BizPlanit.com Virtual Business Plans <<http://www.bizplanit.com/free.html>> Free business planning resources
- BizToolKit <<http://www.hillsource.org/>> A free gateway to business and nonprofit tools, databases and research resources. Includes a link to business plans. Sponsored by J. Hill Library.
- Colorado State Office of Economic Development and International Trade Small Business Development Center Network. <<http://www.state.co.us/oed/small-business/small-business-resources.cfm>>
- Larimer County Business Index <http://www.co.larimer.co.us/business/bus_plan.htm>
- SBA Small Business Planner <<http://www.sba.gov/smallbusinessplanner/index.html>>
- SCORE Business Templates <http://www.score.org/template_gallery.html> Download planning and financial templates. Includes sample business plans and templates. Save the files to your computer and modify for your business needs.
- Small Business Development Center.net – Business Plans <<http://sbdcnet.utsa.edu/SBIC/bplans.htm>> Specific business plans and other business planning tools and resources.

3. Analysis – Know your Industry!

Databases:

- Use Business Source Premier <<http://dalva.fcgov.com/screens/database.html>> This Library database will give you full-text online industry profiles, company profiles, Datamonitor industry reports, market analyses, SWOT analyses, and articles on general business subjects—all of it online, from your desktop. Type in the industry you’re searching, such as Beer, or Wine, or Retail, or Knitting and check the “Industry” limiter. When you get to your industry report, Hit the title and go down the page to PDF and your Datamonitor report will come up.

- Small Business Resource Center <<http://dalva.fcgov.com/screens/database.html>> Type your industry into the “topics” section, and find articles on your industry. Search and browse sample business plans, how-to articles, overviews, and directories.
- Value Line Investment Survey <<http://dalva.fcgov.com/screens/database.html>> Stock Market information and advice. Use the Industry Information.

Websites:

- U.S. International Trade Administration, Office of Trade and Industry is the mother lode of information on industry is the <<http://www.ita.doc.gov/td/industry/otea/outlooknews.htm>> Once you get into the website, you’ll have access to government studies of your industry: navigate your way to the industry reports, i.e. automobile industry trade and outlook, wine industry trade and outlook, etc.
- U.S. Census < <http://www.census.gov> Once you’re in the Census website, go to Economic Census, then Industry Series.

Books/Directories:

- Encyclopedia of Emerging Industries (on Order) Good overview of new industries.
- Market Share Reporter (MAIN Bus. Ref. And HARMONY Ref. 380.105 Market 2008) Use this to get a good overview of companies, products and services. Each product entry features data and market description; a list of producers/ products along with their market share; and more.

4. Target Market -- Know your customers, your community of buyers!

Databases:

- Reference USA (at home use) <<http://dalva.fcgov.com/screens/database.html>> Reference USA is an online source available 24/7; contains detailed information on more than 14 million U.S. and Canadian businesses, 210 million U.S. and Canadian residents, 855,000 U.S. health care providers. Reference USA is popular with job seekers, job changers, small business owners and market researchers, as well as the media and regular consumers who need addresses.

Websites:

- Colorado By the Numbers <<http://www.colorado.edu/libraries/govpubs/online.htm>> an online of Colorado statistics. Good for studying lifestyle and business trends.
- Fort Collins Population Trends <<http://fcgov.com/cityplanning/trends.php>> Compiled by the Fort Collins City Planning Department. Good source for economic trends and indicators.
- Fort Collins Profile <<http://www.fcgov.com/census.html>> Compiled by the census data. An economic and social overview of the Fort Collins market.
- Larimer County Business Index <<http://www.co.larimer.co.us/business/>> A great site to obtain all business, trends, and lifestyle information for Larimer County.
- U.S. Census Bureau www.census.gov. American FacFinder link—The mother lode of census data about every community in the U.S. Go to American FactFinder link, to American Community Survey for the latest demographics for Fort Collins.

Books/Directories:

- Community Sourcebook of ZIP Code Demographics (MAIN Bus. Ref. and HARMONY Ref. 304.6073 Community) This resource contains demographic information for every U.S. ZIP Code--population, households, families, income, race, age, and consumer spending for a wide variety of products and services; total businesses and total employment information for the dominant industry; spending potential indexes for 20 product and service categories; and more.
- Lifestyle Market Analyst SRDS (MAIN Bus. Ref. 658.834 Lifestyle) Use to study demographic characteristics and lifestyle interests for each geographic market.

5. The Competition -- Know your competition!

Databases:

- Reference USA (at home use) <<http://dalva.fcgov.com/screens/database.html>> Reference USA is an online source available 24/7; contains detailed information on more than 14 million U.S. and Canadian businesses, 210 million U.S. and Canadian residents, 855,000 U.S. health care providers. Reference USA is popular with job seekers, job changers, small business owners and market researchers, as well as the media and regular consumers who need addresses.

Websites:

- Colorado's Top 100 Public Companies <<http://www.cobizmag/pdf/toppublic.pdf>>
- Fort Collins Chamber of Commerce Business Directory <<http://fcchamber.org>>
- Thomas Register of American Manufacturers <<http://www.thomasnet.com>> Linked by product, industry, geographical area.

Books/Directories

- Colorado Business Directory. (MAIN Bus. Ref. 338.09788 Colorado) Listing of 242,000 businesses by city and SIC code.
- Colorado Front Range Business Directory (MAIN Bus. Ref. 658.1145 Colorado 2003)
- Northern Colorado Business Report (MAIN Bus. Ref. Newspaper area). Good overview of business in Fort Collins and northern Colorado, trends, economic indicators. Weekly
- Northern Colorado Tech/Manufacturing Directory (MAIN Bus. Ref. and HARMONY Ref. 338.09788 Northern 2008) Includes lists of top bioscience firms, engineering firms, environmental services firms, etc. Organized alphabetically by industry.
- Rocky Mountain High Technology Directory (MAIN Bus. Ref. and HARMONY Ref. 670 Rocky 2007) Profiles of 6,600 Colorado businesses, including websites, email addresses and NAICS codes

6. Marketing Plan and Sales Strategy -- Focus on how you will advertise/market your product or service!

Websites:

- Colorado By the Numbers <<http://www.colorado.edu/libraries/govpubs/online.htm>>, an online of Colorado statistics. Good for studying lifestyle and business trends.
- Fort Collins Population Trends <<http://fcgov.com/cityplanning/trends.php>> Compiled by the Fort Collins City Planning Department. Good source for economic trends and indicators. Economic and business trends. (Print copy – 2000 latest: 330.978868 Fort 2000)
- Fort Collins Profile <<http://www.fcgov.com/census.html>> Compiled by the census data. An economic and social overview of the Fort Collins market. Print copy at MAIN Ref 330.978868 Fort
- U.S. Census Bureau www.census.gov. American FactFinder link—The mother lode of census data about every community in the U.S. Once you're on the Census webpage, click on American FactFinder, click on American Community Survey for the latest in Fort Collins demographics and lifestyle.

Books/Directories:

- Lifestyle Market Analyst SRDS (MAIN Bus. Ref. 658.834 2005) Use to study demographic characteristics and lifestyle interests for each geographic market.
- Northern Colorado Business Report (MAIN Bus. Ref. Newspaper area). Good overview of business in Fort Collins and northern Colorado, trends, economic indicators. Weekly

- Trade Shows Worldwide (MAIN Bus. Ref. 659.152025 2005). An international directory of events, facilities and suppliers.

7. Operations

The Library's Business section has forms, personnel guides, management guides, compensation guides, how to staff a small business. Check on the Business Reference shelves at the Main Library, or under the 350-357 sections of the nonfiction shelves. Use the above resources for demographic trends, distribution channels, local utility costs, and local traffic studies.

Databases:

- Business Source Premier <<http://dalva.fcgov.com/screens/database.html>> Full text for over 3,000 scholarly business journals covering management, economics, finance, accounting, international business and much more. Use "business plan*" in keyword.
- Small Business Resource Center <<http://dalva.fcgov.com/screens/database.html>> Covers major areas of starting and operating a business. Search and browse sample business plans, how-to articles, overviews, and directories.

Books/Directories:

- Direct Marketing Market Place (MAIN Bus. Ref. 658.8 Direct 2008) Listing of companies that use direct marketing and the companies that supply them.
- Directory of Manufacturers Sales Agencies (MAIN Bus. Ref. 381.450257 Directory 2000-01- new one on order). A directory of representatives and agents that will take your product to the market. Also consider the Manufacturer's Agent National Association (MANA) Online Directory: As a MANA member, you will be able to access MANA's searchable online directory listing its 3,300 sales agency members. You can search for reps by territory, product classification and customer type. <<http://www.manaonline.org>>
- Trade Shows Worldwide (MAIN Bus. Ref. 659.152025 2005). An international directory of events, facilities and suppliers. Use this source for your marketing plans.

8. Management and Organization

- You can visit the Library's Business sections for such titles as, Legal Guide to Starting and Running a Small Business (MAIN Bus. Ref. and HARMONY Nonfiction 346.730652 Legal 2006)
- Business Forms on File (MAIN Bus. Ref. 651.27 Business 2006) A collection of any form you'll need from accounting to sales. Also, Google "Business Forms" for online collections.

Other books on management, organization and operations can be found in the 344-355 sections of the library and the 658 sections.

9. Financials

- For this section, go to <http://www.bplans.com> or <http://www.biztoolkit.com> or <http://www.sba.gov>. Or, try the MAIN shelves on business accounting and financials: 658+.

10. Appendices & Exhibits

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