

# Mind Your Business



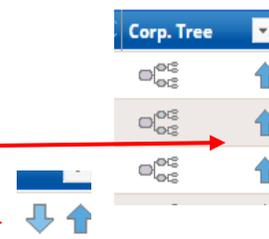
**Library business resources** offer a plethora of free information to assist entrepreneurs in business planning, from consumer demographics to industry reports to business plan templates. Each of these plays an integral part into the creation and success of a business. For these resources, visit [www.wtpl.org/research](http://www.wtpl.org/research) and click on the name of the database. You will be prompted to type in your Library card number.

## REFERENCEUSA

This is a valuable resource for many reasons. It provides contact information for executives and managers, identifies branches and subsidiaries and lets you pinpoint the exact results you seek. Reach out to primary decisionmakers and franchise owners. View the organization structure and locations for an idea of your competition. Or perhaps you envy the marketing of a certain business and wish to know how much it spends on advertising each year. *ReferenceUSA* can help you.

*Activity: Identify Walmart's headquarters.*

- Step 1: Open **ReferenceUSA** and type **Walmart** into the **Company Search** box.
- Step 2: Click any blue arrow underneath the **Corporate Tree** to advance up the family tree.
- Step 3: When you see **two arrows**, you have reached the **Parent Company**.
- Step 4: Open the record to examine the information provided.



*Activity: Identify Walmart's management, business history and competitors report.*

- Step 1: Click on **Management Directory**
- Step 2: Click on **Business History**.
- Step 3: Click on **Competitors Report**.

*Activity: Perform an Advanced Search to find Winter Park restaurants that have 5 – employees.*

- Step 1: Return to the main screen and click on **Advanced Search**.
- Step 2: In the left margin, click on the following boxes: **Keyword/SIC/NAICS**, **Zip Codes** and **Number of Employees**.
- Step 3: Type **Restaurants** into the first box and then click on **Restaurants** on the results list.
- Step 4: Type **32789** into the **Zip Codes** box.
- Step 5: Click on **5-9** in the **Number of Employees** box.
- Step 6: Click on the blue update box at the top right of the search screen.
- Step 6: Click on the green **View Results** box at the top of the search screen.
- Step 7: Rearrange the list by clicking on the tabs.



*Activity: Exploring the tabs.*

Review: Quickly open your search criteria to edit and revise.

Detail: Clicking on one record box and then clicking on **Details** opens the record.

Heat Map: Shows the density maps of locations, sales volume or employee size of businesses in the geography. Zooming in on the map shows individual businesses.

Summary: This option shows various elements such as industry, sales volume and/or employee size.

Charts: See your results in a pie chart, broken down into percentages.

Download: Export records to your computer in a number of different formats.

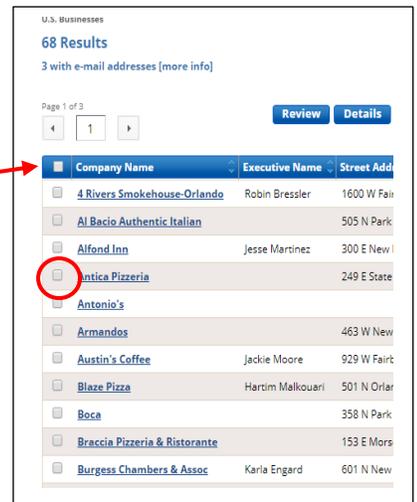
Print: You can choose how much information you want printed: summary, detailed, or custom.

Save Search: Save your search by submitting your email and a password.



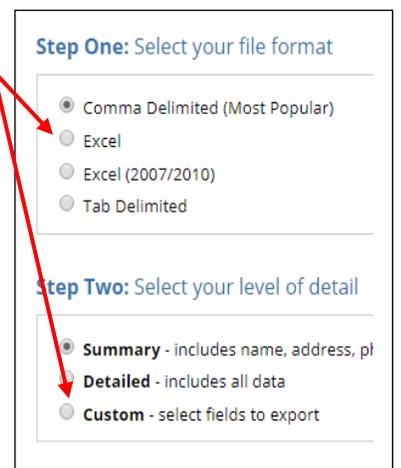
*Activity: Download records.*

- Step 1: On the results screen, click on the box in the corner to select all the records on the page.
- Step 2: Click on **Download** at the bottom of the screen.



<input type="checkbox"/>	Company Name	Executive Name	Street Address
<input type="checkbox"/>	4 Rivers Smokehouse-Orlando	Robin Bressler	1600 W Fair
<input type="checkbox"/>	Al Bacio Authentic Italian		505 N Park
<input type="checkbox"/>	Alfond Inn	Jesse Martinez	300 E New I
<input checked="" type="checkbox"/>	Antica Pizzeria		249 E State
<input type="checkbox"/>	Antonio's		
<input type="checkbox"/>	Armandos		463 W New
<input type="checkbox"/>	Austin's Coffee	Jackie Moore	929 W Fairt
<input type="checkbox"/>	Blaze Pizza	Hartim Malkouari	501 N Park
<input type="checkbox"/>	Boca		358 N Park
<input type="checkbox"/>	Braccia Pizzeria & Ristorante		153 E Mors
<input type="checkbox"/>	Burgess Chambers & Assoc	Karla Engard	601 N New

- Step 3: Select **Excel** and **Custom** to view specific date. Otherwise, the resulting spreadsheet will be full of extra information you may not need.
- Step 4: Once you select **Custom**, essential fields will automatically be selected. You can add to them by clicking on more or searching. Click for **Open** and then click on **Sunday Open**.
- Step 5: Click the blue button, **Download Records**. You will now have a spreadsheet with the information.



**Step One: Select your file format**

Comma Delimited (Most Popular)

Excel

Excel (2007/2010)

Tab Delimited

**Step Two: Select your level of detail**

**Summary** - includes name, address, pl

**Detailed** - includes all data

**Custom** - select fields to export

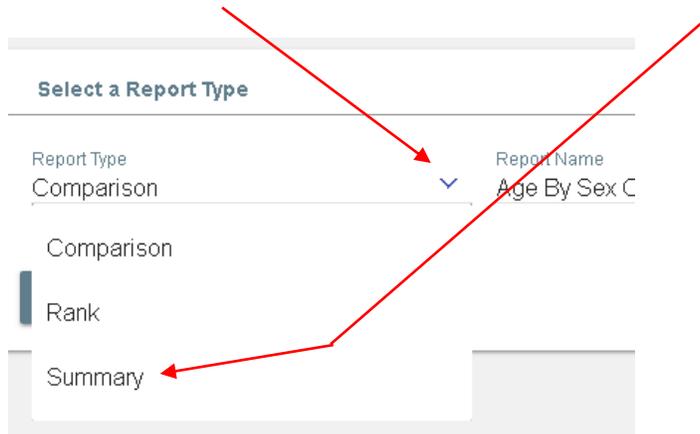
*Note: Records are downloaded one page at a time. You may download a maximum of 250 records per logged in session.*

## GALE BUSINESS: DEMOGRAPHICS NOW

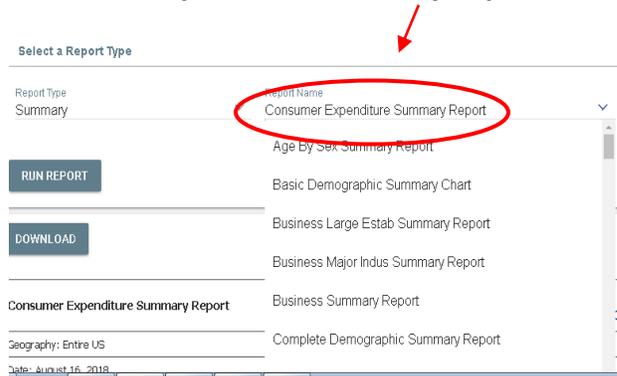
Use this to find current and projected consumer buying habits like income, spending on restaurants, health products, entertainment and more. Run an unlimited number of reports in summary, comparison or ranking formats.

*Activity: Run a report to determine spending habits of Winter Park residents.*

- Step 1: Type the zip code 32789 in the **Geo Filter box** at the right top of the screen.
- Step 2: Click **Demographics**.
- Step 3: Click on the arrow to expand the menu then click on **Summary**.



- Step 4: Click on the arrow to expand the menu. Scroll down to click on **Consumer Expenditure Summary Report**.



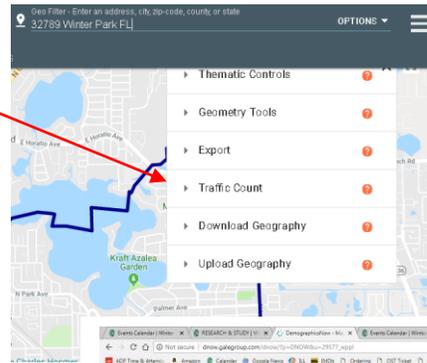
- Step 5: Click **Run report**. Once it opens, you may download it as a spreadsheet or PDF.

*Activity: Sizing Your Market. In this exercise, we will get projected figures.*

- Step 1: Return to the home screen and click on **Reports**. (The location is still set to 32789.)
- Step 2: Click on the arrow to expand the menu. Select **Sizing Your Market**.
- Step 3: Select **Five Year Projections**.
- Step 4: Select **Total Expenditure**, then **Entertainment** and so on to narrow your scope. Then click **Run report** in the lower right corner of the screen.

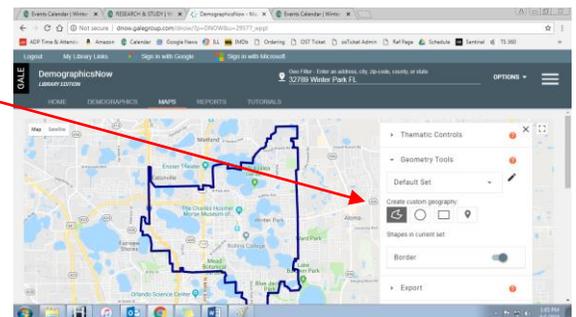
Activity: Use the Maps function to see traffic counts.

- Step 1: Return to the home screen and click on **Maps**. Make sure the Geo filter is still set to your preferred zip code.
- Step 2: Click on **Traffic Count**.
- Step 3: Click on **Enabled** and **Show Counts**. You can now see the areas defined by traffic ranges. You may download a report.

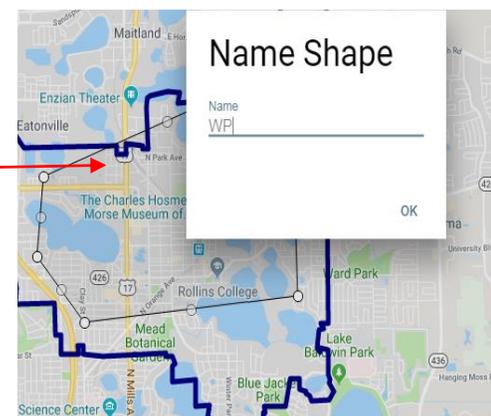


Activity: Use the Maps function to compare different areas.

- Step 1: Return to the home screen to set the geo filter.
- Step 2: Click on **Maps** and the **Geometry Tools**.
- Step 3: Click on the first shape.



- Step 4: Using your mouse, draw within the defined area and then assign it a name.
- Step 5: Change the geo filter to 32825 and then repeat steps 2, 3, and 4.
- Step 6: Click on **Demographics** to run a comparison report of your choice.

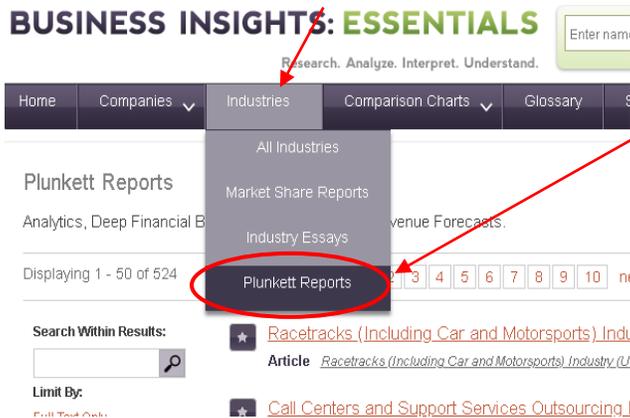


## BUSINESS INSIGHTS ESSENTIALS

Use *BIE* for a reliable introduction to your chosen industry and company narratives. This database contains reports from Plunkett Research Ltd., a leading provider of industry sector analysis and research, industry trends and industry statistics. Company histories and investment/SWOT reports are also available.

Activity: Open an industry report.

- Step 1: Click on **Industries** to expand the menu. Then click on **Plunkett Reports**.



- Step 2: Type **Nail Salons** into the search box and click on the first result. Once opened, you can print or save it.

*Activity: Compare two industries.*

- Step 1: Click on **Comparison Charts** and then **Industries**.
- Step 2: Click on **Add/Remove** and type in **Pet**; select **Pet and Pet Supplies Stores**.
- Step 3: Click on **Add/Remove** and type in **Electronic**; select **Electronic Stores**.

In addition to the chart, you can view it as a table and read related articles.

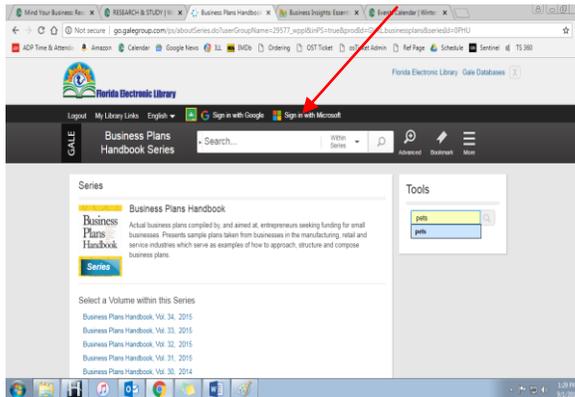


### **BUSINESS PLANS HANDBOOK SERIES**

You've completed your research and are ready to write your business plan! Look no further than the *BPHS*. Get "actual business plans compiled by, and aimed at, entrepreneurs seeking funding for small businesses. Presents sample plans taken from businesses in the manufacturing, retail and service industries which serve as examples of how to approach, structure and compose business plans."

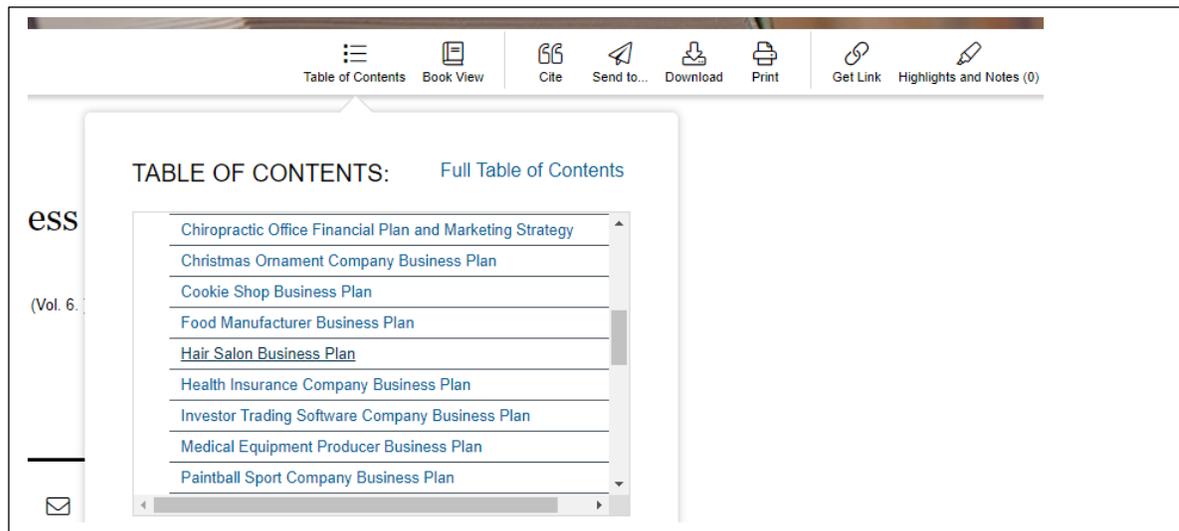
Activity: Search for and open a business plan for a hair salon.

- Step 1: Type **Hair Salon** into the search box.



- Step 2: Open the first result which should be a business plan resource. After opening the result, you should see a list of similar topics on the right side of the screen.

Across the top of the screen is a box with options to explore. Clicking on **Table of Contents** expands the menu. You'll discover there are many more business plans within this book. You can also download, print and add highlights and notes.



### WHAT THIS LESSON DOES NOT COVER

How to create budgets, marketing strategies, legal forms, taxes and employment.

### LINKS

- <https://www.wpppl.org/research>

### CONTACT US

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info@wpppl.org