

Market Research

Thorough marketing research will help guarantee the success of your business venture. Determining industry and market size, identifying competitors, and learning about your community are all key ingredients of good market research. The following books provide step-by-step guidelines on how to conduct your research efforts:

The Entrepreneur's Guide To Market Research.
[658.7 W482]

The Market Research Toolbox : A Concise Guide for Beginners [658.7 M173 2016]

Sexy Little Numbers : How To Grow Your Business Using The Data You Already Have.
[658.7 M186]

Questionnaire Design: How To Plan, Structure And Write Survey Material For Effective Market Research. [658.7 B796 2008]

COMPETITORS AND SUPPLIERS

Identify your competitors and locate your suppliers or manufacturers by using the following resources:

ReferenceUSA Business Database.
[LAPL Database]

Database is searchable by SIC, NAICS or yellow page headings and geographical area down to the zip code level or custom radius selection. Also includes databases for researching U.S. Consumers/Lifestyles and U.S. New Businesses.

Mergent Intellect Database. [LAPL Database]
Provides private and public U.S. and international business data, industry news, facts and figures, and executive contact information. Access over 900 industry segments via First Research with overview, business trends, forecasts and financial information.

... More on Market Research

Business Insights: Essentials. [LAPL Database]
Provides company profiles, company brand information, rankings, investment reports, company histories, chronologies, and periodical articles.

Thomas Register of American Manufacturers.
<http://www.thomasnet.com>
Includes manufacturers, distributors and service providers in US and in Canada. Searchable by product, company, and brand name.

DEMOGRAPHICS

Find out about the population of your community, e.g., its income, buying power, and spending patterns.

CPA. Community Profile Analysis. Annual
[R 658.7 M939]
Data by census tract and zip code cover household characteristics and statistics on business establishments for LA County.

Demographics Now [LAPL Database]
Develop custom demographic reports, create market research and search database for individuals, companies and Experian's Mosaic, a household-based segmentation system.

LocateLA.org. <http://www.locatela.org>



Find business locations using real estate search, demographic analysis, industry reports and dynamic mapping tools. Site provides demographic and consumer spending data for Los Angeles' 35 Community Plan neighborhoods or city sub-regions.

11/2017

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CURRENT TRENDS

Magazine and newspaper indexes can provide leads to information on market trends. Available through <http://www.lapl.org/>

Business Collection. [LAPL Database]
More newspaper and magazine articles on companies, industries, and products.

Proquest Central. [LAPL Database]
Covering more than 160 subject areas, including business with databases *ABI Inform Complete*, *Hoover's Company Profiles*, *Proquest Newsstand*, and *Research Library*.

S&P Capital IQ NetAdvantage. [LAPL Database]
Industry surveys for over 50 major sectors. Includes trends, current environment and key industry ratios and statistics.

STATISTICS

Statistics and narrative analyses of industry performance are good indicators of business growth potential.

Encyclopedia of American Industries.
[R 338.0973 E565] & Gale Virtual Reference Library (Reference eBooks), [LAPL Database]
In-depth information on industries arranged by Standard Industrial Classification (SIC) code.

Encyclopedia of Emerging Industries.
[R 338.03 E565] & Gale Virtual Reference Library (Reference eBooks), [LAPL Database]
In-depth overview, market and financial information on 118 emerging U.S. industries.

RMA Annual Statement Studies. Annual
[R 332.742 R642]
Provides benchmark industry ratios for large, medium, and small-size firms, including private companies by NAICS code.

SMALL BUSINESS RESEARCH

**A Selection of Materials
Available in the
Business & Economics
Department**



CENTRAL LIBRARY
BUSINESS & ECONOMICS DEPARTMENT
630 W. 5th Street Los Angeles, CA 90071
213-228-7100; Fax: 213-228-7109
E-Mail: business@lapl.org

VISIT
<http://www.lapl.org/central/>
For Directions & Current Hours



General Resources

Reference handbooks offer basic information on starting a new business enterprise and list a wide range of resources for follow-up assistance:

Small Business Sourcebook



[R 658.03 S6355] various editions & Gale Virtual Reference Library (Reference eBooks), [LAPL Database] Covers over 340 specific small business profiles, general small business topics; and assistance programs in the U.S.

Start-Up Guides

Start-up guides offer step-by-step assistance in setting up a company and are particularly helpful when applying for permits and licenses.

Entrepreneur Inc.'s Business Start-up Guides.

A popular series covering more than 100 different businesses from import/export, food trucks to retail apparel. Ask a librarian about the availability of a Guide for your business.

The Entrepreneur's Playbook : More Than 100 Proven Strategies, Tips, and Techniques To Build a Radically Successful Business. [658 G7965].

Succinct and practical advice on starting and running a business.

Popup Republic: How To Start Your Own Successful Pop-Up Space, Shop, Or Restaurant [658.78 B225] & e-Book

Guide to starting a create a successful pop-up.

Small Business for Dummies. [658 T9935]

Provides advice on everything from generating ideas to locating start-up money.

The Small Business Start-up Guide: A Surefire Blueprint To Successfully Launch Your Own Business.

[658 R782 2013] various editions

Filled with essential checklists, worksheets, and advice on business startups.

The Small Business Start-up Kit for California. [658.09794 P152]

Step-by-step guidebook provides California-specific information on limited liability, partnerships, business tax, bookkeeping, and financial management.

The Small Business Bible: Everything You Need To Know To Succeed In Your Small Business.

[658 S9125-1] various editions & e-Book

Book includes examples, plans-of-action, and descriptions of the different types of situations that a business owner might encounter.

CalGOLD

<http://www.calgold.ca.gov/>



Business Permits Made Simple
California Government:
On-Line to Desktops

Web site provides information on permits and other requirements of California agencies at all levels of government. It also provides contact information for the various agencies that administer & issue these permits. Searchable by type of business and location; with links.

SCORE

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

Make an appointment for free small business counseling with a SCORE mentor in LA, including LAPL's Business & Economics Dept.

City of LA

<http://lacity.org/for-businesses>

Site provides City of LA material on “Most requested services for businesses,” including business taxes, licenses and street use permits.

Running a Successful Business

FINANCING — These directories list financial institutions and venture capital firms that will finance small business ventures.

Corporate Finance Sourcebook. Annual. [R 332.03 C8225]

Directory of Venture Capital & Private Equity Firms, Domestic & International. Annual [R 658.1403 D5985]

PREPARING A BUSINESS PLAN — You will need a solid business plan in order to get the bank to lend you start-up money. There are many guides that detail what a good business plan looks like.

Business Plans Handbook: A Compilation of Actual Business Plans Developed by Small Businesses Throughout North America.

[R 658 B9793-13] volumes 1-19 or

<http://www.referenceforbusiness.com/business-plans/> (free digital plans from vol 1-11) or

Gale Virtual Reference Library (Reference eBooks), [LAPL Database]

Find digital version of **Business Plans Handbook**, starting with volume 20, in the Business subject section of this database.

Business Plan In A Day: Prepare A Polished Professional Business Plan In Just 24 Hours!

[658 T5838-4 2011]

Business Plans Kit For Dummies [658 P4857 2014]

How To Write A Business Plan. Nolo Press [658.14 M154] various editions

The Right-Brain Business Plan: A Creative, Visual Map For Success. [658 L4783]

More on Running a Successful Business

COMMUNICATION — Find the essentials of business correspondence, presentations, and record keeping in the following books:

The Business Writer's Handbook [651.75 A459] various editions

Legal Forms For Starting & Running A Small Business. [347.7 S822-2]

McGraw-Hill 36-Hour Course: Business Writing And Communication. [651.75 D262 2010]

Persuasive Presentations for Business. [651.7 B661]

SALES & MARKETING — Learn how to market and promote your service or product by reading the following books:

DO IT! Marketing: 77 Instant-Action Ideas To Boost Sales, Maximize Profits, And Crush Your Competition. [658.7 N552]

Content Rules : How To Create Killer Blogs, Podcasts, Videos, E-Books, Webinars (And More) That Engage Customers And Ignite Your Business. [658.872 H236 2012] & e-Book

Marketing Without Advertising. Nolo Press [658.7 P562] various editions

The Small Business Online Marketing Handbook : Converting Online Conversations To Offline Sales. [658.7 T877]

Visual Marketing: 99 Proven Ways For Small Businesses To Market With Images And Design. [658.7 L286]