Small Business

Guide Information
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Activating Your Library ID Number

Your UCF ID is your library card. Desk or you submit an activation request. Activation of your Library ID number is now an automated process. You should not have to have your Library ID manually activated.

If you are having difficulty logging into your library account or accessing the electronic databases please contact the UCF Library Circulation Department at 407-823-2580, by email circ@mail.ucf.edu or stop by the circulation desk in the main Library.

Off Campus Access with EZProxy

Off-campus access to the Libraries' electronic resources is limited to faculty, staff and currently enrolled UCF students.

Log-in for Off Campus Access

Need Assistance? Ask A Librarian

Assistance will be provided via phone, chat, e-mail (Ask A Librarian), in-person assistance at the Reference and Information Desk, or by appointment with a librarian for one-on-one Research Consultation.
Business Plans

Writing a Business Plan

Search the UCF Library Catalog for other books, e.g.,

- business planning
- entrepreneurship
- new business enterprises
- proposal writing in business

  Online access to volumes 1+

- Business Plans Handbook (volume 20)
  *Ambulance Service *Apartment Complex *Barbershop *Elder Care *Human Resources Consultant *Landscaping Service
  *Marketing Consultant *Montessori School *Non-Medical Assistance *Organic Food Store *Pet Sitting Business *Pet
  Waste Removal Business *Retail Clothing *Specialty Baker *Steak House *Teacher Continuing Education *Tutoring
  Service *Used Furniture Business *Virtual Assistance *Wedding Planning Service *Business Plan Template *Fictional
  Food Distributor *Fictional Hardware Store

- Preparing Effective Business Plans: An Entrepreneurial Approach (General Collection HD 30.28 .B36837 2009)

  (General Collection HD 30.28 .P5 2008)

- Perfect Phrases for Business Proposals & Business Plans: Hundreds of Ready-to-Use Phrases for Winning New Clients,
  Launching New Products, & Getting the Funding You Need (General Collection HF 5718.5 .D43 2006)

- Write a Business Plan...In No Time (General Collection HD 30.28 .F567 2005)

- Powerful Proposals: How to Give Your Business the Winning Edge (General Collection HF 5718.5 .P84 2005)
  http://ucf.catalog.fcla.edu/permalink.jsp?29CF001121475

- How to Write a Business Plan
  http://ucf.catalog.fcla.edu/cf.jsp?st=how+to+write+a+business+plan+mckeever+netlibrary&ix=kw
  various editions are available online in NetLibrary

- How to Prepare a Business Plan (General Collection HD 62.5 .B55 2002)

Small Business Resource Center (GALE)

Search this database to learn how to start, finance or manage your small business. Resources include sample business
plans, how to guides, articles and websites.

- Small Business Resource Center (Gale)
  Search this database to learn how to start, finance or manage your small business. Resources include sample business
  plans, how to guides, articles and websites.
Sample Business Plans

Sample business plans from the Moot Corp Competition, now called Venture Labs Investment Competition at the University of Texas at Austin. Each business plan was either a winner or finalist in the competition.

UCF Venture Lab Resources

Business Plan Creation Resources

- Website Links
- Downloadable documents
  - Personal Assessments
  - Business Plan Templates
  - Market Research Tools
  - Financial Templates
  - Financial Calculators
  - Term Sheet related documents
  - Employee related documents
  - Samples & Terminology

Sample Business Plan Outline

Sample Business Plan Outline

- Created by QuickMBA

- Provides business planning outline incorporating the following: company description, industry analysis, market analysis, competition, marketing and sales, operations, management and organization, capitalization and structure, development and milestones, risks and contingencies, financial projections, summary and conclusions

Market Research

Market Research Information at UCF Libraries

Industry Research Step-By-Step

Who are my potential customers?

Who are my competitors?

What is the state of my industry?
What is the state of my industry?

Market Research Information at UCF Libraries

Who are my potential customers?

Who are my competitors?

What is the state of my industry?

Industry Surveys

The following print and electronic databases can be used to gain insight on the main industries in the United States.

- IbisWorld - Industry Market Research
  http://library.ucf.edu/Web/purl.asp?pid=79
  Users must sign in using their UCF email address within UCF's subscription IBISworld discovered some unauthorized use of UCF's access to their database. In response, they added a user registration and login requirement.

- Business & Company Resource Center (Gale) (1980+)
  A collection of company & industry information, including articles, financials, brand information, rankings, investment reports, company histories, and chronologies

- MarketLine Business Information Center
  See Datamonitor 360

- Standard & Poor's NetAdvantage
  http://libguides.lib.ucf.edu/content.php?pid=41587&sid=328639#980574
  See NetAdvantage.

- ValueLine Research Center
  http://library.ucf.edu/Web/purl.asp?pid=207
  "a comprehensive source of information and advice on approximately 1,700 stocks in 98 industries, the stock market, and the economy."

Market Research Reports

UCF Library subscribe to many electronic databases that provide market research reports, articles, and statistics on trends affecting your industry.

- Business & Company Resource Center (Gale) (1980+)
  A collection of company & industry information, including articles, financials, brand information, rankings, investment reports, company histories, and chronologies

- Business Source Premier (EBSCOhost)
  http://library.ucf.edu/Web/purl.asp?pid=240
  Covers management, economics, finance, banking, investment, and related fields. Full text included for nearly 2,300 journals.
• S&P NetAdvantage
   http://libguides.lib.ucf.edu/content.php?pid=41587&sid=328639#980574
   See NetAdvantage.

• LexisNexis Statistical Insight
   now known as Proquest Statistical Insight

• STAT-USA (U.S. Dept of Commerce)
   http://libguides.lib.ucf.edu/content.php?pid=46314&sid=341877
   ceased existence after Sept. 30, 2010. Links are provided to related content.
   Statistics on the U.S. economy and international trade.
   Off-campus access canceled due to budget cuts. Password access available in the Main Library Reference area. Ask at
   the Reference Desk for assistance.

• Tablebase (Gale)
   http://library.ucf.edu/Web/purl.asp?pid=953
   Tabular information of a strategic nature drawn from the Business & Industry database.

Who are my competitors?

Market Research Information at UCF Libraries

Who are my potential customers?

Who are my competitors?

What is the state of my industry?

Public Companies

• In general, information on large public companies is easier to find. At UCF Library, you can search company profiles and financial information using one of the following databases:

• Hoover's Online
   http://library.ucf.edu/Web/purl.asp?pid=151
   The UCF Libraries subscription includes some additional content beyond the basics, but the Hoovers pages include offers for many additional reports & services which are not part of the UCF subscription.

• Standard & Poor's NetAdvantage
   http://libguides.lib.ucf.edu/content.php?pid=41587&sid=328639#980574
   See NetAdvantage.

• ValueLine Research Center
   http://library.ucf.edu/Web/purl.asp?pid=207
   "a comprehensive source of information and advice on approximately 1,700 stocks in 98 industries, the stock market, and
   the economy."

• MarketLine Business Information Center
   See Datamonitor 360

Private Companies
• Information on small, private companies is much harder to find. One database to use in the library is Hoover’s Online.

• Often the best way to find information on small businesses is to search for articles from magazines, trade journals, and newspapers. These databases are available in the UCF Library.

• Business Source Premier (EBSCOHost)
  http://library.ucf.edu/Web/purl.asp?pid=240
  Covers management, economics, finance, banking, investment, and related fields. Full text included for nearly 2,300 journals.

• ABI/INFORM Archive, Dateline, Global, Trade & Industry (ProQuest)
  http://ezproxy.lib.ucf.edu/login?url=http://proquest.umi.com/login?COPT=REJTPJhMGYrMTcyMSszKzE2YmMmSU5UPTAmVkVSPTrl=&clientId=20176
  Covers advertising, marketing, economics, human resources, finance, taxation, computers, business conditions, trends, corporate strategies & tactics, management techniques, competitive & product information, company histories & new product development

• LexisNexis Academic
  Full text of news and legal sources, as well as company and industry data.
  Search Tips
  Limited coverage of business and health administration news. Sources include newspapers, wire services, magazines, SEC filings, law cases, state and federal codes, law review journals, and reference works.

• Business & Company Resource Center (Gale) (1980+)
  A collection of company & industry information, including articles, financials, brand information, rankings, investment reports, company histories, and chronologies

• Orlando Sentinel (ProQuest) (1985+)
  http://library.ucf.edu/Web/purl.asp?pid=180
  Complete full-text content of local and regional news, including community events, schools, politics, government policies, cultural activities, local companies, state industries, and people in the community. Classifieds and advertisements are excluded.

• ProQuest National Newspapers
  http://library.ucf.edu/Web/purl.asp?pid=187

Locating Local Companies

Include business and residential listings. This database will help you locate competitors in a specific geographic area. It will provide basic information such as address, phone number, key officers, lines of business, sales volume, estimated # of employees, and when available credit ratings. You can use this to locate potential business clients or create a mailing list or distribution list. Create a list of people by ZIP code, area code, name, county, etc. Locate someone, get a map or driving directions. Also identify neighbors within 1/10 mile to 5 miles. (Available through OCPL)
Creating a Company List using LexisNexis Academic Company Dossier
Who are my potential customers?

Market Research Information at UCF Libraries

Who are my potential customers?

Who are my competitors?

What is the state of my industry?

Demographic Information

American FactFinder (U.S. Census) - your source for population, housing, economic, and geographic data.

- Statistical abstract of the United States (HA202)
  http://purl.access.gpo.gov/GPO/LPS2878
  Archived ed.: http://purl.access.gpo.gov/GPO/LPS111301

- Florida statistical abstract (REF HA311.F55)

- Advertising Age, American Demographics. (HF5801.A276)
  Trends & Consumer Insights

- Community sourcebook of ZIP code demographics (REF HA203.S66)

- Demographics USA (County ed.) (REF HF5415.2.S94)

- Demographics USA (ZIP ed.) (REF HF5415.3.D463)

Consumer Behavior & Lifestyle

These resources identify interests, beliefs, attitudes, and activities of potential customers.

Electronic Databases

- IbisWorld – Industry Market Research (Over 700 + reports available)

- MarketLine Business Information Center (MBIC)
  - support product launch and marketing strategies
  - improve business planning and market research
  - understand the business environments of clients and prospects

In addition to the books listed below, also search the author "New Strategist Publications" in the catalog for additional titles.
Buying Power & Spending Habits

- American incomes: demographics of who has money (REF HC110.I5 2005)
  Household income -- Men's income -- Women's income -- Discretionary income -- Wealth -- Poverty.


  Alcohol -- Apparel -- Computers -- Education -- Recreation -- Financial products and services -- Furnishings and equipment -- Gifts for non-household members -- Groceries -- Health care -- Household services -- Housekeeping supplies -- Personal care -- Reading material -- Restaurants and Carry-outs -- Shelter -- Telephones -- Tobacco -- Transportation -- Travel -- Utilities.

- Who's buying by age (HF5415.33.U6W45 2006)

- Survey of buying power and media markets. (REF HC106.3.S162)

- Consumer Expenditure Survey (CE) (U.S. Documents -- L 2.71/12)
  http://www.bls.gov/cex/

Target Markets

- Who's buying series: (from New Strategies)
  Age, groceries, apparel, entertainment, pets, food and drink, healthcare, household furnishings, services and supplies, etc.

- Who's buying entertainment (GV53.W56 2005)

- Who's buying alcoholic and nonalcoholic beverages (HD9348.U52W46)

- Who's buying by race and Hispanic origin (HF5415.33.U5W46 2005)

- Older Americans: a changing market (REF HQ1064.U5O43 2004)
Internal & External Analysis

SWOT Analysis

SWOT Analysis

SWOT is an acronym used to describe the particular Strengths, Weaknesses, Opportunities, and Threats that are strategic factors for a specific company. A SWOT analysis should not only result in the identification of a corporation's core competencies, but also in the identification of opportunities that the firm is not currently able to take advantage of due to a lack of appropriate resources. (Wheelen, Hunger pg 107).

The Internal Analysis of strengths and weaknesses focuses on internal factors that give an organization certain advantages and disadvantages in meeting the needs of its target market.

The following area analyses are used to look at all internal factors effecting a company:

- Resources: Profitability, sales, product quality brand associations, existing overall brand, relative cost of this new product, employee capability, product portfolio analysis
- Capabilities: Goal: To identify internal strategic strengths, weaknesses, problems, constraints and uncertainties

The External Analysis examines opportunities and threats that exist in the environment.

The following area analyses are used to look at all external factors effecting a company:

- Customer analysis: Segments, motivations, unmet needs
- Competitive analysis: Identify completely, put in strategic groups, evaluate performance, image, their objectives, strategies, culture, cost structure, strengths, weakness
- Market analysis: Overall size, projected growth, profitability, entry barriers, cost structure, distribution system, trends, key success factors
- Environmental analysis: Technological, governmental, economic, cultural, demographic, scenarios, information-need areas
  Goal: To identify external opportunities, threats, trends, and strategic uncertainties.

Consult the following databases for ready-made SWOT Analyses:

- Marketline Business Information Center
- Business Source Premier
- Business & Company Resource Center (currently provides a small collection of SWOT analyses - approximately 200 U.S. and 300 non-U.S. companies)
Small Business - UCF Research Guides at University of Central Florida...

LexisNexis Academic
Under "Get Company Info" select Company Profiles link in the right column of the home page. 1. In the first box, type the name of your company. For Example, McDonalds. 2. Change the field designation to Company Name. 3. In the next box, type: swot 4. click Search. The results come from Global Markets Direct. Scroll down until you find the report that includes "SWOT Analysis" in the title.

Small Businesses

Florida Small Business Development Center Network

Small Business Resources
UCF Business Incubation Program
UCF Small Business Development Center
UCF Venture Lab
Florida Small Business Development Center Network
Minority Business Development Agency
Small Businesses - Census Information
Small Business & Self-Employed Tax Center
Small Business Innovation Research
Small Business Resource Center
U.S. Small Business Administration
Other Resources

Florida Small Business Development Center Network

- Florida Small Business Development Center Network
  http://www.floridasbdc.com/
  "a statewide economic development partnership between higher education & other stakeholder organizations dedicated to providing entrepreneurs & established businesses with the assistance needed to start, grow & succeed, contributing to the Fla. economy."

- Business Technology Commercialization (BTC) Program
  http://www.floridasbdc.com/SpecialPrograms/technology.asp
  "provides support for small and medium-sized enterprises (SMEs) engaged in R&D or manufacturing in Florida."
  "The BTC was established in 2003, to promote the rapid commercialization of innovative products and processes, systems integration, productivity and quality improvements by manufacturing and R&D firms in Florida."

- Office of International Programs
  http://www.floridasbdc.com/SpecialPrograms/international.asp
  "coordinates a statewide program designed to advance the global competitiveness of small business through preparation, education and consultation."
• Procurement & Technical Assistance (PTAC) Program
  http://www.bus.ucf.edu/sbdc/PTAC.html
  "PTAC was established in 1985 to assist Florida businesses with government procurement support services including assistance with marketing, proposal preparation and contract administration."

• Veterans' Business Outreach Center (VBOC) Program
  http://www.vboc.org/
  "Provides business training, counseling, technical assistance, and mentoring to Veterans, Reservist, National Guard, and Active Duty business owners and start-up candidates in the Southeast Region of the USA."

Small Businesses - Census Information

Census Resources

Community Economic Development HotReport

How to Find the Latest Business Data

Company Statistics Programs

• Survey of Business Owners
• Economic Census of Puerto Rico & the Island Areas
• Annual Capital Expenditures Survey (ACES)
• Information & Communication Technology (ICT) Survey
• Quarterly Financial Report (QFR)
• Statistics of U.S. Businesses (SUSB)

County Business Patterns

Local Employment Dynamics

E-Stats: Measuring the Electronic Economy

Small Businesses

Commodity Flow Survey

Bureau of Economic Analysis

• U.S. Economic Accounts
• Business Conditions Digest
• Survey of Current Business

Economic Census

• Video Tutorials
• 2007 Economic Census
• 2002 Economic Census
• 1997 Economic Census
• 1992 Economic Census
Small Businesses - Census Information

- Statistics about Business Size
  http://www.census.gov/epcd/www/smallbus.html
  "The Census Bureau does not define small or large business, but provides statistics that allow users to define business categories in any of several ways:"
  "The Census Bureau does not define small or large business, but provides statistics that allow users to define business categories in any of several ways:"
  - Employers & Nonemployers
  - Employment Size of Firms
  - Employment Size of Establishments
  - Receipts Size of Firms"

- Nonemployer Statistics (1997+)
  http://www.census.gov/epcd/nonemployer/index.html
  "Most nonemployers are self-employed individuals operating very small unincorporated businesses, which may or may not be the owner’s principal source of income."
  "summarizes the number of establishments and sales or receipts of businesses without paid employees that are subject to federal income tax."

U.S. Small Business Administration

Free Online Courses - "In general, the courses are all self-paced and should take about 30 minutes to complete. Most of the courses require a brief online registration."

- Starting a Business
- Business Planning
- Business Management
- Financing & Accounting
- Marketing & Advertising
- Government Contracting
- Small Business Retirement
- E-Commerce
- International Trade
- Federal Tax Training

Library & Resources

- Marketing & Outreach
- Laws & Regulations
- Publications
- Standard Operating Procedures (SOPs)
- SBA Glossary
- Statistics & Research
- Success Stories
- Reports
- Audio/Video
- Monthly Web Chat
- Forms

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UCF Small Business Development Center

UCF Small Business Development Center "serves an eight-county area that includes Brevard, Flagler, Lake, Orange, Osceola, Seminole, Sumter and Volusia counties."

- Counseling - Certified Business Analysts will help you develop:
  - Business Plans
  - Marketing Plans
  - Feasibility Studies
  - Market Research
  - Loan Proposals
  - Accounting Systems
  - Personnel Plans
  - Employee Manuals
  - Strategic Plans

- Areas of Assistance
  - Accounting: asset management, record keeping systems and procedures
  - Finance: ratio analysis, breakeven analysis, financial projections and business valuation
- Marketing: pricing, advertising & promotion, marketing planning, market research and exporting
- Operations: production & inventory control, project management, risk management and energy conservation
- New Venture Planning: start-up information, feasibility analysis, business planning and general business consulting
- Technical Assistance: preliminary patent searches, patent, copyright & trademark, and technology transfer & SBIR/STTR

- Seminars
  - Basic Tools Seminar Series
  - Specialty Tools Seminar Series
  - Government Contracting Seminar Series
  - Strategic Tools Seminar Series

Advisory Board Council Program "funded by the Orange County Government, acts a matchmaker between established businesses and area professionals to create personalized advisory boards. The program is offered to businesses at no cost who have at least two years experience, $500k in revenue, and eight employees or more."

Business Research Guide

Complete Guide to Business Research created by Rich Gause and Ven Basco

Use this guide to research company and industry information.

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