

# Small Business

## Guide Information

Last Updated: Jun 22, 2011

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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](mailto: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](#).



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## 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](#)
- Business Plans Handbook: A Compilation of Actual Business Plans Developed by Small Businesses throughout North America (General Collection HD 62.7 .B865 (volumes 2-3, 5-7) )  
<http://ezproxy.lib.ucf.edu/login?url=http://find.galegroup.com/menu/start?prod=SBRC&userGroupName=orla57816>  
Online access to volumes 1+
- Business Plans Handbook (volume 20)  
<http://ezproxy.lib.ucf.edu/login?url=http://go.galegroup.com/ps/i.do?id=GALE|9781414472515&v=2.1&u=orla57816&it=aboutBook&p=GVRL&sw=w>  
\*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)
- Anatomy of a Business Plan: The Step-by-Step Guide to Building Your Business & Securing Your Company's Future (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)  
<http://ezproxy.lib.ucf.edu/login?url=http://find.galegroup.com/menu/start?prod=SBRC&userGroupName=orla57816>  
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

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## Market Research

### Market Research Information at UCF Libraries

[Industry Research Step-By-Step](#)

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## What is the state of my industry?

### Market Research Information at UCF Libraries

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[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+)  
<http://ezproxy.lib.ucf.edu/login?url=http://infotrac.galegroup.com/itweb/orla57816?db=BCRC-7>  
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+)  
<http://ezproxy.lib.ucf.edu/login?url=http://infotrac.galegroup.com/itweb/orla57816?db=BCRC-7>  
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.

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## Who are my competitors?

### Market Research Information at UCF Libraries

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### Public Companies

- In general, information on large public companies are 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' 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=REJTPTJhMGYrMTcyMSszKzE2YmMmSU5UPTAmVkJVSPTI=&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  
<http://ezproxy.lib.ucf.edu/login?url=https://www.lexisnexis.com/hottopics/lnacademic/>  
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+)  
<http://ezproxy.lib.ucf.edu/login?url=http://infotrac.galegroup.com/itweb/orla57816?db=BCRC-7>  
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>  
Full text of five major papers The New York Times, Wall Street Journal, Washington Post, Los Angeles Times and the Christian Science Monitor.

## 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)

## LexisNexis<sup>®</sup> Academic

### Company

#### Find a Company

#### Create a Company List

#### Compare Companies

#### Find a Company

Enter the attributes of the company you are looking for, then click Find. If you don't know the company's ticker symbol or DUNS<sup>®</sup> number, complete as many of the other fields as possible.

Company Name	<input type="text"/>	Ticker Symbol	<input type="text"/>	<input type="button" value="Find"/>
DUNS <sup>®</sup> Number	<input type="text"/>	<a href="#">Clear Form</a>		
Company Type	<input type="text" value="All Companies"/>	<input type="checkbox"/> Only show headquarters locations		
Regions/Countries	<input type="text" value="United States"/>	<a href="#">Select Multiple</a>		
States	<input type="text" value="Florida"/>	<a href="#">Select Multiple</a>		
Cities	<input type="text" value="Orlando"/>			



LexisNexis<sup>®</sup>

[Find a Company](#) | [Create a Company List](#) | [Compare Companies](#)

[About LexisNexis](#) | [Terms and Conditions](#) | [Support Identifier](#) | [Contact Us](#)

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### Creating a Company List using LexisNexis Academic Company Dossier

## LexisNexis<sup>®</sup> Academic

#### Search

#### Sources

#### General

#### News

#### Legal

#### Business

#### People

### Company Dossier

#### Company Dossier

Dossier Create a Company List

Dossier Compare Companies

Company Profiles

SEC Filings

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## 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)  
<http://ezproxy.lib.ucf.edu/login?url=http://ucf.catalog.fcla.edu/cf.jsp?Ntt=advertising+age&I=0&N=29&S=0761251911640569&Ntk=JTtitle&V=D&Nty=1#top>  
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.



- Lifestyle marketing : reaching the new American consumer (HF5415.127 .M535 2003 )  
<http://ezproxy.lib.ucf.edu/login?url=http://www.netLibrary.com/urlapi.asp?action=summary&v=1&bookid=125713>
- American attitudes : who thinks what about the issues that shape our lives (HN90.P8M58 2000)
- American generations : who they are and how they live (HC110.C6 M545 2005)  
<http://ezproxy.lib.ucf.edu/login?url=http://www.netLibrary.com/urlapi.asp?action=summary&v=1&bookid=152031>
- American women : who they are & how they live (HQ1421.A486 2006)  
<http://ezproxy.lib.ucf.edu/login?url=http://www.netLibrary.com/urlapi.asp?action=summary&v=1&bookid=152013>

## Buying Power & Spending Habits

- American incomes : demographics of who has money (REF HC110.I5 2005)  
<http://ezproxy.lib.ucf.edu/login?url=http://www.netLibrary.com/urlapi.asp?action=summary&v=1&bookid=152016>  
Household income -- Men's income -- Women's income -- Discretionary income -- Wealth -- Poverty.
- The American marketplace : demographics and spending patterns (REF HA203.A635 2007)  
<http://ezproxy.lib.ucf.edu/login?url=http://www.netLibrary.com/urlapi.asp?action=summary&v=1&bookid=152017>  
Ch. 1. Education trends -- ch. 2. Health trends -- ch. 3. Housing trends -- ch. 4. Income trends -- ch. 5. Labor force trends -- ch. 6. Living arrangement trends -- ch. 7. Population trends -- ch. 8. Spending trends -- ch. 9. Wealth trends.
- Household spending : who spends how much on what (REF HC110.C6A666 2006)  
Ch. 1. Spending overview -- ch. 2. Spending on apparel, 2004 -- ch. 3. Spending on entertainment, 2004 -- ch. 4. Spending on financial products and services, 2004 -- ch. 5. Spending on food and alcoholic beverages, 2004 -- ch. 6. Spending on gifts for nonhousehold members, 2004 -- ch. 7. Spending on health care, 2004 -- ch. 8. Spending on household operations, 2004 -- ch. 9. Spending on shelter and utilities, 2004 -- ch. 10. Spending on personal care, reading, education, and tobacco, 2004 -- ch. 11. Spending on transportation, 2004.
- Best customers : demographics of consumer demand (REF HC79.C6R87 2006)  
Alcoholic beverages -- Apparel -- Computers -- Education -- Entertainment -- 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 -- Telephone -- 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 )  
<http://ezproxy.lib.ucf.edu/login?url=http://www.netLibrary.com/urlapi.asp?action=summary&v=1&bookid=152022>
- Who's buying alcoholic and nonalcoholic beverages (HD9348.U52W46)  
<http://ezproxy.lib.ucf.edu/login?url=http://www.netLibrary.com/urlapi.asp?action=summary&v=1&bookid=152021>
- Who's buying by race and Hispanic origin (HF5415.33.U5W46 2005)  
<http://ezproxy.lib.ucf.edu/login?url=http://www.netLibrary.com/urlapi.asp?action=summary&v=1&bookid=152019>
- Older Americans : a changing market (REF HQ1064.U5O43 2004 )

<http://ezproxy.lib.ucf.edu/login?url=http://www.netLibrary.com/urlapi.asp?action=summary&v=1&bookid=152037>

- **Racial and ethnic diversity : Asians, Blacks, Hispanics, Native Americans, and Whites (E 184.A1 R78 2006)**  
<http://ezproxy.lib.ucf.edu/login?url=http://www.netLibrary.com/urlapi.asp?action=summary&v=1&bookid=152014>  
Print copy of 2000 edition available in Reference.
- **The baby boom : Americans born 1946 to 1964 (REF HN60.R84 2004)**  
<http://ezproxy.lib.ucf.edu/login?url=http://www.netLibrary.com/urlapi.asp?action=summary&v=1&bookid=152036>
- **The Millennials : Americans born 1977 to 1994**  
<http://ezproxy.lib.ucf.edu/login?url=http://www.netLibrary.com/urlapi.asp?action=summary&v=1&bookid=152034>
- **Generation X : Americans born 1965 to 1976 (REF HC110.C6G46 2004)**  
<http://ezproxy.lib.ucf.edu/login?url=http://www.netLibrary.com/urlapi.asp?action=summary&v=1&bookid=152035>

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## 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)

- [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.

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## Small Businesses

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## 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/Int/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."

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## 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](#)

- [Concentration Ratios](#)
- [Minority-Owned Businesses](#)
- [Women-Owned Businesses](#)
- [Puerto Rico & Island Areas](#)
- [Historical Data](#)

[Census of Agriculture](#)

[Industry Research Using the Economic Census](#)

[Other Historical Census Data](#)

## 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."

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## U.S. Small Business Administration

### 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

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."

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## Business Research Guide

### 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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