Library Resources for: Entrepreneurship Bootcamp for Veterans (EBV)

Roland G. Parrish Library of Management & Economics

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Library Guide: http://guides.lib.purdue.edu/ebv
Go here to access the resources mentioned on this guide

Business Information Landscape

Demographics
Target Markets  
Consumer Preferences  
Spending Habits

Industries & Markets
Government Data  
Industry Overviews  
Market Research Reports  
Associations  
Industry Averages & Ratios

Business News
General Business Magazines  
Trade & Industry Publications  
Regional Magazines  
Newspapers  
Scholarly Research Journals

Companies
SWOT Reports  
Annual Reports  
Financial Filings  
Press Releases  
Websites  
Job Postings

Library Services to EBVers
⇒ Library Access for One Year including books, databases and some printing
⇒ Parrish Library Website  
http://lib.purdue.edu/parrish

Specific Parrish Library Guides
⇒ Entrepreneurship library resources:  
http://guides.lib.purdue.edu/melentrepreneurship
⇒ Marketing library resources:  
http://guides.lib.purdue.edu/marketing

http://guides.lib.purdue.edu/ebv
Industry & Market Analysis: Use these sources to investigate potential markets and demographic groups who might buy your product or service.

<table>
<thead>
<tr>
<th>Industry and Market Analysis:</th>
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<tbody>
<tr>
<td><strong>Articles</strong></td>
</tr>
<tr>
<td>⇒ <strong>Business Source Premier</strong> (Fulltext articles, ex. Harvard Bus.)</td>
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<tr>
<td>⇒ <strong>ABI/Inform Trade &amp; Industry</strong> (Trade and industry magazines)</td>
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<tr>
<td>⇒ <strong>Regional Business News</strong> (current business news)</td>
</tr>
<tr>
<td>⇒ <strong>Small Business Resource Center</strong> (articles, forms, business plans)</td>
</tr>
<tr>
<td><strong>Reports</strong></td>
</tr>
<tr>
<td>⇒ <strong>IBISWorld</strong> (sub-industry profiles)</td>
</tr>
<tr>
<td>⇒ <strong>Small Business Resource Center</strong> (resources by business type, topic and search)</td>
</tr>
<tr>
<td>⇒ <strong>Bizminer</strong> (Industry financials and ratios)</td>
</tr>
<tr>
<td>⇒ <strong>Business Source Premier</strong> (industry profiles)</td>
</tr>
<tr>
<td>⇒ <strong>NetAdvantage</strong> (major industry profiles &amp; trends)</td>
</tr>
<tr>
<td>⇒ <strong>Plunkett Research Online</strong> (industry profiles, stats, job resources)</td>
</tr>
<tr>
<td>⇒ <strong>Mintel</strong> (market research, consumer trends &amp; drivers)</td>
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<th>Target Market: Market Research Reports Databases</th>
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<tr>
<td>⇒ <strong>Market Research.com Academic</strong></td>
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<tr>
<td>⇒ <strong>Mintel</strong></td>
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<th>Target Market: Demographics &amp; Buying Habits</th>
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<tr>
<td>⇒ <strong>SimplyMap</strong> (custom maps &amp; reports)</td>
</tr>
<tr>
<td>⇒ <strong>Data-Planet</strong> (financial, economic &amp; census data)</td>
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Target Market: Demographics

Websites

⇒ U.S. Census Bureau/American Factfinder (census & business demography) http://factfinder2.census.gov/faces/nav/jsf/pages/index.xhtml

Target Market: Government Statistics

Websites

⇒ Bureau of Economic Analysis http://www.bea.gov/

Companies: Use these sources to investigate potential competitors, suppliers, and business to business customers.

Competitive Analysis: Company Information

Databases

⇒ ReferenceUSA (directory, private companies, localize search, identify competition, suppliers & customers)
⇒ Mergent Online (financials, annual reports, competitors)
⇒ OneSource (company profiles & SWOT analyses)

Websites

⇒ Always check the company websites (they often have press releases, annual reports)

Funding Sources

⇒ Small Business Administration Center http://www.sba.gov/loans-grants
⇒ SCORE financing http://www.score.org/

Notes
Library Resources for: Entrepreneurship Bootcamp for Veterans (EBV)

Business Model: Business Plans

Databases

⇒ Small Business Resource Center

Websites

⇒ Bplans http://www.bplans.com/  
⇒ Quick MBA http://www.quickmba.com/entre/  
⇒ … and many more

Business Model: Financials

Database

⇒ Biz Miner

Website

⇒ ThomasNet (B2B Directory)

Trade Leads

⇒ Commercial Trade Leads http://export.gov/eac/trade_leads.asp  
⇒ Federal Business Opportunities https://www.fbo.gov/  
⇒ Find Opportunities Wizard http://business.usa.gov/find-opportunities  
⇒ … and many more

Contact the Parrish Library (765) 494-2920

Ask a Librarian: http://www.lib.purdue.edu/askalib/

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