Program Outline

- Key Takeaways
- Speaker Introduction
- Your Business Researchers and Community
- Business Research Basics
- Resources in Michigan - at local business libraries
- Statewide Resources in Michigan

Program Outline – Key Links

- Saline District Library – Business Resources
  http://saline.lib.mi.us/websites-business.html

- Kresge Library Guide:
  http://kresgeguides.bus.umich.edu/bizmichigan

- Michigan Electronic Library – Business Resources
  http://www.mel.org/index.php?P=MeLGateways&ParentId=832

Key Takeaways

- You have more help than you think.
- Great resources available from MeL & MeLCat.
- Assistance is available from other libraries in Michigan including business libraries at MSU and UofM.
- We can help demystifying the nature of business questions.
- Understanding what types of information will be needed by entrepreneurs to build a business plan or business model.

Speaker Introduction

- Director of the Kresge Library Services (Ross School of Business, University of Michigan, Ann Arbor)
- Formerly at the University of Toledo, Chicago Historical Society, Historical Society of Western Pennsylvania and the National Baseball Library of the National Baseball Hall of Fame and Museum
- Member of ABLD

Your Business Researchers and Community

- Why is Business Important in Michigan?
Your Business Researchers and Community

• Current efforts for economic development support in Michigan
  ~ Pure Michigan Business Connect
  http://www.puremichiganb2b.com/
  ~ Economic Gardening Programs
  ~ Michigan Economic Development Corporation
  http://www.michiganbusiness.org
  ~ Expansion of Business Resources through the Michigan eLibrary
  http://mel.org/

• Community efforts for economic development support in Michigan
  ~ SCORE - http://www.score.org/
  ~ LibraryBiz Connect -
  http://tln.lib.mi.us/partnerships/
  ~ ExporTech (U.S. Department of Commerce)
  ~ Livingston County FastTrac

Your Business Researchers and Community

• Who is your audience & customer?
  ~ Anyone interested in any business or management concern (including nonprofits)
  ~ Government officials who are evaluating proposals or looking to expand economic development

• Who is your audience & customer?
  ~ People who want to invest their time and money in their business, not in resources that they might already have access to!

Your Business Researchers and Community

• What are people looking for?
  ~ Helping these small business owners learn the landscape of business information
  ~ Provide more detailed support and directions
  ~ Greater ability to help these users because of our focus on business issues

• What are people looking for?
  ~ Helping business owners avoid problems that lead to bankruptcy & closings
  ~ Providing resources to ensure their success – which helps everyone in the community
Your Business Researchers and Community

• What are people looking for?
  • Here are sample questions we get at Kresge & Gast Libraries
    ~ Size of a particular geographic market
    ~ Demographics and generational marketing
    ~ Historical company information (stock prices and directory information)
    ~ Industry information
    ~ Company research (market saturation and competitors)

Business Research Basics

• What are the basics of business research?
  • Business owners are primarily looking for the following areas:
    ~ Companies & organizations
    ~ Industries
    ~ Demographics & statistics
    ~ International business and Import/Export
    ~ Articles and “Best Practices”
  • Fundamentally – they are looking for answers!

Business Research Basics

• Many entrepreneurs will be working on business plans or model canvas generation.
  • These are essentially resumes for their new venture and can help secure financing and assistance.
  • A great business plan is no guarantee of success, but it helps the person(s) think through all of the elements of their proposed operation.

Business Research Basics

• Business Planning involves thinking about the following elements:
  ~ Company Description
  ~ Market Analysis
  ~ Service or Product Description
  ~ Marketing Description
  ~ Financial Projections
  ~ Supply Chain Projections
Business Research Basics

- Company information availability will vary with its size and nature:
  - Public Companies have extensive available data (SEC filings and finances) — sometimes there is an issue about a business segmentation
  - Private Companies have limited available data — mostly through news & directory resources.
  - More famous private companies (Zingermans or Zehnder’s) have more articles about them that help tell their story. Most have virtually nothing written up about them.

- The best path to full-text is through library resources
- “I’d Rather hit ‘paydirt’ than a ‘paywall.’”
- Google is a tremendous tool — but will drive traffic to pay sites.

- For entrepreneurs — their market might not be clearly defined. Mostly likely it is not. It will take time and patience.
- If it is clearly defined — it might not be as entrepreneurial as one thinks.
- Patience is golden — some research takes time.
- Look at articles in the press — they can provide great information that is not available anywhere.
- Be open minded with your research. Do not paint yourself in a corner looking for data that might not be available.

Statewide Resources in Michigan

- Freely available resources (government and otherwise)
- See: [http://kresgeguides.bus.umich.edu/bizmichigan](http://kresgeguides.bus.umich.edu/bizmichigan)
- Great material available via the Federal Government:
  - U.S. Census
  - U.S. Department of Commerce
  - U.S. Small Business Administration
  - U.S. Bureau of Labor Statistics
- Great material also available via the State of Michigan

Resources in Michigan – Local Business Libraries

- Business Libraries Today
- It is about access to information!
Resources in Michigan – Local Business Libraries

- **Kresge Library Services (University of Michigan)**
  ~ Independent Library at University of Michigan - Ross School of Business (3700 FTE)
  ~ Staff of 19 FT people (8 librarians, 11 staff)
  ~ We offer almost 100 electronic resources primarily focused on business
  ~ Reference support available via email and chat only during construction (expected through August 2016)
  ~ Research guides are being built for Michigan residents
    http://kresgeguides.bus.umich.edu/bizmichigan

**Resources in Michigan – Local Business Libraries**

- **Kresge IM Chat Service**
  - People all over contact us this way!

Resources in Michigan – Local Business Libraries

- **Many library options in Michigan**
- **Many larger public libraries have specialized business resources.**
- **Most academic libraries allow walk-in users and have access to numerous business resources.**
- **Suggest to patrons to contact the library first to ensure that you understand community use before making the drive in.**
- **MeL databases are great – patrons can use them already!**

Statewide Resources in Michigan

- **MeL Databases**
  - [http://mel.org/](http://mel.org/)

Statewide Resources in Michigan

- **MeL Databases**
  - [tinyurl.com/Melbusiness](http://tinyurl.com/Melbusiness)

Statewide Resources in Michigan

- **MeL Databases**
  ~ Michigan residents may use these from ANY location.
  ~ If you are in Michigan – you go right in.
  ~ If you are outside of Michigan – you will need to authenticate with your library card or Driver’s License.
Statewide Resources in Michigan

• MeL Databases
  ~ Business Insights: Global
  ~ BusinessDecision
  ~ DemographicsNow: Business & People
  ~ Gale Directory Libraries
  ~ Gale LegalForms & LegalTrac
  ~ Infotrac Newsstand & General BusinessFile ASAP

Statewide Resources in Michigan

• MeL Databases
  ~ Lansing State Journal (Newspaper)
  ~ LearningExpress Library (including Job and Career Accelerator & Workforce Skills for 21st Century Success)
  ~ Pure Michigan Talent Connect
  ~ Small Business Resource Center

Statewide Resources in Michigan

• MeL Databases - Business Insights: Global
  ~ One of the best resources available via MeL
  ~ Great source for:
    – Company information
    – Industry surveys
    – Case studies
    – Articles on numerous topics related to business
    – Market share reporter charts

Statewide Resources in Michigan

• MeL Databases - BusinessDecision
  ~ Great source for:
    – Comprehensive business-to-consumer market data
    – Detailed company profiles
    – Product and brand information
    – Strong information about the consumer marketplace

Statewide Resources in Michigan

• MeL Databases - DemographicsNow: Business & People
  ~ Great source for:
    – Consumer and Demographic Information
    – Much more user friendly resource for assessing demographic information than the American FactFinder

Statewide Resources in Michigan

• MeL Databases - Gale Directory Libraries
  ~ Gale Directory Library
    – Business Rankings Annual (2013)
  ~ Gale Virtual Reference Library: Business Collection
    – Business Plans Handbook
    – Various business books on U.S. and global markets.
### Statewide Resources in Michigan

#### MeL Databases - Gale LegalForms & LegalTrac
- Gale LegalForms – Provides copies of legal forms and documents in Word format on business, personal or litigation purposes. Also includes many Michigan documents.
- LegalTrac – Provides access to numerous articles from newspapers, magazines and legal journals.

#### MeL Databases - Infotrac Newsstand & General BusinessFile ASAP
- Two good article database that can assist with many different topics.
- Infotrac Newsstand includes full-text newspaper articles (including the New York Times) that has up-to-date content from across the globe.

#### MeL Databases - LearningExpress Library
- Interactive online learning platform of academic and licensing/certification practice tests, elementary level testing for math and reading.
- Job and Career Accelerator
- Easy-to-use online application combining everything you need for a successful job search.
- Workforce Skills for 21st Century Success
- Job search assistance including resume writing and interviewing, as well as computer skills and test prep.

#### MeL Databases - Lansing State Journal (Newspaper)
- Available via ProQuest
- Great source for State Information – with full text from November 2002 to the present.

#### MeL Databases - Pure Michigan Talent Connect
- Michigan-based service for job openings in the state.

#### MeL Databases - Small Business Resource Center
- Learn how to start, finance or manage your small business.
- Resources include
  - Sample business plans
  - How to guides
  - Articles and best practices
Statewide Resources in Michigan

- Getting Help with MeL databases - you can contact Kresge Libraries
- Kresge Library (Michigan):
  - Kresge_library@umich.edu
  - Or cseeman@umich.edu
  - Chat at http://www.bus.umich.edu/kresgelibrary/
  - http://kresreguides.bus.umich.edu/bizmichigan

Thank You

Questions?

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