

BUS 3682: Social Venture Planning

Information Literacy Session
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Information Literacy

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Where I “live” in the library



Goals

- Students will be cognizant of where to go to find resources for the Market Research section of the SVBP Competition Template
- Students will know where to find me when they get stuck



Objective

Students will find one or two helpful sources of information for the Market Research—Section III part of their SVBP Template—such as:

- Competitors
- Demographics
- Psychographics
- Barriers to entry



Business Plans

- Sample Business Plans
 - E-book
- remote access--use your banner/spu email login information

The screenshot shows a library catalog record for the 'Business plans handbook'. At the top right, there are icons for 'CiteExport', 'Print', 'E-mail', 'Add to list', 'Share', 'Permalink', and 'Ask a Librarian'. The title 'Business plans handbook : a compilation of actual business plans developed by small businesses throughout North America.' is displayed. Below the title, the author is 'Gale Research Inc. : Gale (Firm)', the publisher is 'Detroit, MI : Gale Research, Inc., ©1995', and the edition format is 'eJournal/eMagazine : Document : English'. A summary states: 'Collection of actual business plans compiled by entrepreneurs seeking funding for small businesses throughout North America.' On the right side, under 'More like this', there are links for 'Subjects' including 'Small business - United States - Planning - Handbooks, manuals, etc.', 'Small business - Canada - Planning - Handbooks, manuals, etc.', and 'Business planning - United States - Handbooks, manuals, etc.', along with 'View all subjects' and 'Similar Items'. A blue banner at the bottom of the record area states: 'You are not connected to the Seattle Pacific University Library network. Access to online content and services may require you to authenticate with your library. Remote Access Sign-In'. Below this is a section titled 'Find a copy online' with a button 'Check for Electronic Resources'. Further down, under 'Links to this item', it shows 'Seattle Pacific University Library (1)' and a link 'Online access--Log in may be required'. At the very bottom, there is a search bar with the text 'Find: social' and navigation links for 'Next', 'Previous', 'Highlight all', 'Match case', and 'Find more on the web'.

Industry

NAICS code--North American Industry Classification System



Market/Industry information

- [IBISWorld](#)
 - 723 industry reports
 - Lists major competitors
 - Barriers to entry in to market
- [Business Source Complete](#)
 - Barnes Reports
 - DataMonitor Reports

Marketing Information

- Business Analyst Online
 - Use to figure out customers and locations
 - Zip code level—very granular
 - Retail Market Potential report
 - Market potential index (Template-Market Research III.1)
 - Retail MarketPlace Profile
 - Market potential index (Template-Market Research III.1)

Marketing Information

- SRDS *Local Market Audience Analyst*
 - Must use IE browser
 - Demographic information (Template-Market Research III. 1)
 - Market potential-psychographics (Template-Market Research III.1)
 - Advertising (Template-Market Research III.6)

