

**Public Libraries Briefcase**

No. 12, 3rd Quarter 2005

A publication of the BRASS Business Reference in Public Libraries Committee

**Updated April 2015**

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## **Writing a Business Plan**

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Poor's *Industry Surveys* does, but it is not as current or as comprehensive. Another source for industry outlook is the many magazine and newspaper indexes available. These provide very timely information on some very specialized industries. I use Ebsco's *All-in-one Search* or Gale's *InfoTrac General OneFile*. The *All-in-one Search* allows a patron to search five business related databases including *Business Source Premiere*, *Green File*, *MasterFile Premiere*, *Newspaper Source* and *Regional Business News*. Databases covered under this heading may vary depending on your subscriptions to Ebsco's magazine indexes. *InfoTrac General OneFile* covers more trade journals as well as a more global magazines and newspapers. Using both of these sources you can access more than 12,000 magazines and newspapers around the world.

After you have found information on the industry outlook the next step is identifying competitors and vendors for your business. There are many local directories that list the businesses that operate in your area as well as nationally, such as *Dun and Bradstreet's Million Dollar Directory* and *Ward's Business Directory of U. S. Private and Public Companies* and internationally, such as *Hoovers Online*. These can be used to find information such as how much money is being made, number of employees, how long in business and much more. This can be very useful for someone who thinks he can make 10 million dollars and finds that of the ten U.