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Sections

- [General News](#)
- [Tulsa Weather](#)
- [Columns](#)
- [Civics](#)
- [Economy & Business](#)
- [Variety](#)
- [Dining & Entertainment](#)
- [Fashion](#)
- [Faith](#)
- [Home & Garden](#)
- [Health & Wellness](#)
- [Saluting Our Military](#)
- [Calendar](#)
- [Kudos](#)
- [GTR Puzzles](#)
- [Recipes](#)
- [Education](#)
- [Union Education](#)
- [Jenks Education](#)
- [Broken Arrow Education](#)
- [Tulsa Education](#)
- [Owasso Education](#)
- [Bixby Education](#)
- [Sports](#)
- [Composite Football Schedule](#)
- [Union Sports](#)
- [Jenks Sports](#)
- [Broken Arrow Sports](#)
- [Mid-Town Tulsa Sports](#)
- [Owasso Sports](#)
- [Bixby Sports](#)

Tulsa Library Expands Offerings for Small Business Owners

As a free tool for small business owners, the Tulsa City-County Library is now offering the Gale Small Business Builder, a step-by-step online planning tool to help aspiring entrepreneurs and experienced small-business owners plan, launch, manage and grow their small businesses.

The intuitive program provides self-guided business planning and guides users through five areas of exploration:

- Entrepreneur Profile – Entrepreneurs explore their abilities and reflect on how prepared they are to start a business;
- Business Ideation – Employ tools, such as Lean Canvas, SWOT and Porter’s Five Forces, to plan the high-level framework for the business’ operations;
- Break-Even Analysis – Determine when a business will be able to cover its expenses and begin to make a profit;
- Business Plans – Create a plan that can be presented to potential investors and lenders, including Lean Business Plan, Full Business Plan and Strategic Marketing Plan; and
- Financial Projections – Produce a robust analysis of a company’s financial future encompassing capital expenditures, sales, equity and inventory.

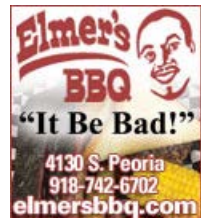
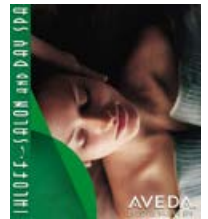
Start-ups and nonprofits can use this service to explore and learn about options, evaluate readiness, and build their company’s business plan.

Gale Small Business Builder works in tandem with other library resources, such as Demographics Now, which can be queried for actual numbers to plug into the plan, as well as Reference USA, which can be used to learn about your customers and competitors.

All resources are online and available to library card holders at TulsaLibrary.org/database.

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[Back to Top](#)



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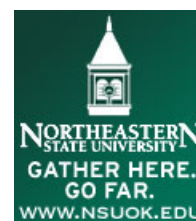


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[Back to Top](#)
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