

# Gale Small Business Builder



A SELF-DRIVEN BUSINESS PLANNING TOOL.

[www.tulsalibrary.org](http://www.tulsalibrary.org)

The user can sit down with it and travel step by step through the entire process of creating a new business model.

**It is unlike other business building tools on the market** because it works together with our other library business research tools.

Together, they give our users a lot of **the content** for a business plan.

## **If you need a list of your competitors & suppliers – Reference USA US Businesses**

You can find them for any industry, any geography, any size, and download them into Excel. Immediately you have your own database of competitors or suppliers that you can describe and analyze for major players, industry revenues, market share breakouts and much more.

## **If you need a list of your customers – Reference USA Consumers Lifestyles / US Businesses**

You will find them in our databases - whether your company is **B-to-B** (business to business) or **B-to-C** (business to consumer).

For households, we have a separate database of JUST households where you can find names and addresses of people by the kinds of goods and services they buy.

## **If you need demographics – Demographics Now**

You can get them from our demographics database to help you outline your best customer profile.

## **If you need financials – BizMiner** (available upon request)

This database tells you what your operating costs should be – what revenues you might expect – what cash flow you need to maintain, and other financials.

These reports are keyed to companies by size, industry and location – down to the zip code level for businesses that are common such as restaurants.

You will find financials to fit your own business, whatever and wherever it is.

## **You can take all of this information right into Gale Small Business Builder!**

Tulsa has a great complement of business services organizations to help start-ups and small companies.

What is missing is the raw information needed to gauge markets, to start and grow a business and to be successful.

The library's online business research tools have that critical information in a format that they can get on their own.

The **Gale Small Business Builder** works equally well for a **start-up business**, a **start-up non-profit** or an **existing business** that is charting a new path to growth.

**Gale Small Business Builder** is on our website at [www.tulsalibrary.org](http://www.tulsalibrary.org), under the **Research** tab.

From there, click on the **"Databases"** image – a collection of 100+ online databases on all topics, in alpha order. It is under G – for Gale.

With a current library card you can log on **right now**. You can make an appointment with a tutor by calling the library's ASK US phone line at 918-549-7323, and also by email.

*Details for contacting the library and getting a library card are on our website.*