



Gale's Business Solutions

# MAKE A BIG IMPACT ON SMALL BUSINESS

# FUEL LOCAL ECONOMIC GROWTH

Today, there are 28.8 million small businesses across the U.S. They account for 55% of all jobs and 66% of all net new jobs over the last five decades.<sup>1</sup> Support your business community with information and planning tools that can help contribute to their success.



## GALE SMALL BUSINESS BUILDER

Offer users a step-by-step online planning tool for starting, managing, and optimizing a business or nonprofit. The program's intuitive dashboard walks users through five areas of exploration in order to develop a strategic plan focused on long-term success.

**Entrepreneur Profile** This tool helps users explore what they can bring to the table as an entrepreneur and assess where they stand in preparing to start a business. A one-page summary of them as an entrepreneur is generated.

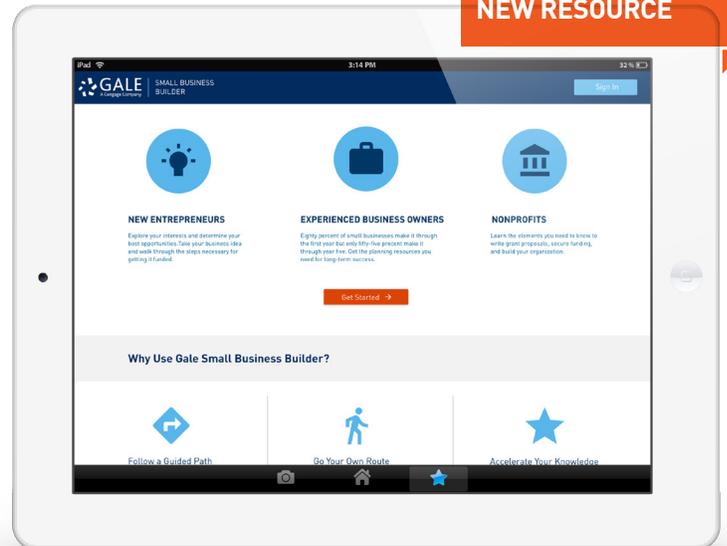
**Business Ideation** Users can employ tools, such as Lean Canvas, SWOT, Porter's Five Forces, and more to plan the high-level framework in which their business will operate.

**Break-Even Analysis** Delivers insight to determine when a user's business will be able to cover expenses and begin to realize a profit.

**Business Plans** Creates a plan that can be presented to potential investors and lenders, including Executive Summary, Lean Business Plan, Full Business Plan, and Strategic Marketing Plan.

**Financial Projections** A robust analysis of a company's financial future encompassing capital expenditures, sales, equity, and inventory.

## NEW RESOURCE



## MOBILE RESPONSIVE



## DEMOGRAPHICSNOW: BUSINESS & PEOPLE

Recently enhanced with a mobile responsive, easy-to-browse interface and Google mapping technology, *DemographicsNow: Business & People* connects users with timely, actionable market research as well as demographic and consumer insights in targeted geographic locations.

**People** From individuals to large lists, data can be compiled from over 135 million U.S. households—organized by name, address, telephone number, or a variety of U.S. census neighborhood data averages.

**Companies** Includes individual business profiles from more than 23 million businesses, refined by company name, executive title, business type, number of employees, credit rating, and more.

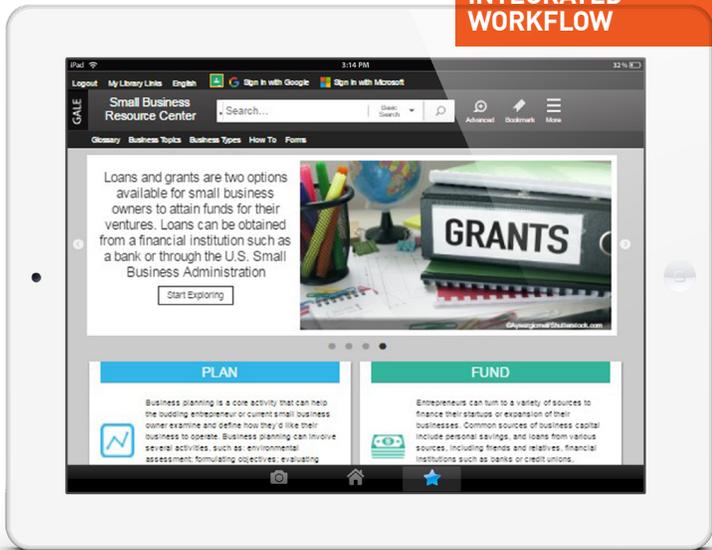
**Demographics** Information includes income, housing, race, age, education, retail spending, consumer expenditures, and businesses by state, county, zip code, congressional district, and more.

**Maps** This powerful, user-friendly Google mapping technology enables users to customize maps in a variety of views, add thematic layers to the map based on demographic variables, and much more.

<sup>1</sup>Source: <https://www.sba.gov/managing-business/running-business/energy-efficiency/sustainable-business-practices/small-business-trends>



**INTEGRATED  
WORKFLOW**



**SMALL BUSINESS RESOURCE CENTER**

Covers all major areas of starting and operating a business, including financing, management, marketing, human resources, franchising, accounting, taxes, and more.

**Easy-to-browse Interface** Mapped to four key stages—plan, fund, start, and manage—to fit your research needs at any point in a business's development.

**Business Plans** Includes access to over 700 business plans from the *Business Plans Handbook* series, with new business plans added monthly.

**Expert Resources** Features a tightly indexed collection of business eBooks, 300+ journals and magazines, and directories listing thousands of associations and consultants. Also features content from a variety of media, including websites, videos, podcasts, radio programs, and more.

**Gale LegalForms Integration** For subscribing libraries, the top navigation bar includes *Gale LegalForms*.

**GALE LEGALFORMS**

Help your library customers understand common legal procedures through access to thousands of authentic, professional legal documents. Useful for filing patents and trademarks, developing leases, creating bills of sale, delegating power of attorney, and more, these forms are ideal for supporting legal tasks relevant to business owners. While many of the documents are universal across all 50 states, this resource also includes state-specific forms.

**Additional features and benefits:**

Legal definitions and Law Digest | Q & A with a real attorney | Continually updated to reflect the latest laws in all 50 states | Mobile responsive

**GALE DIRECTORY LIBRARY**

Ideal for business researchers, this long-standing resource offers an online collection of premier directories providing information on companies, publishers, associations, and more. Data sorting, filtering, and exporting are easy. Essentials for every library include *Encyclopedia of Associations*, *Gale Directory of Publications and Broadcast Media Brands & Their Companies*, *Market Share Reporter*, and *Ward's Business Directory*.

**Major enhancements coming fall of 2017:**

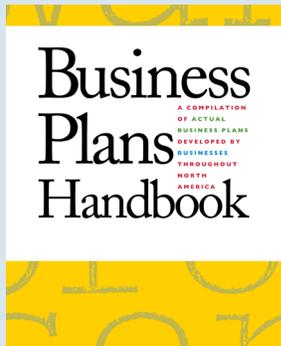
New user interface, visual and workflow elements | Improved search capability | Expanded export limits



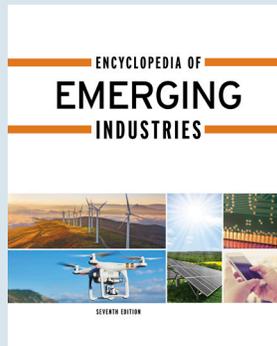
**BE AN INCUBATOR TO YOUR BUSINESS COMMUNITY**  
Let's talk about it. Call 888.728.9422.

# GALE BUSINESS eBOOKS ON GVRL

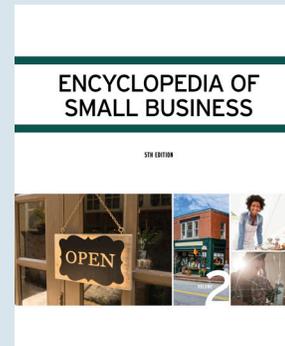
Offer unlimited, simultaneous access to eBooks that can help put entrepreneurs and small business owners on the right path.



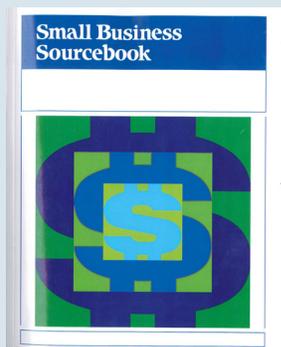
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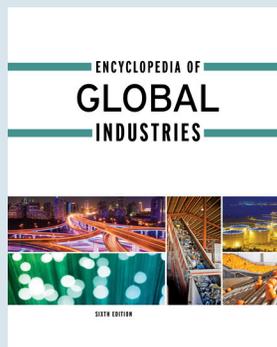
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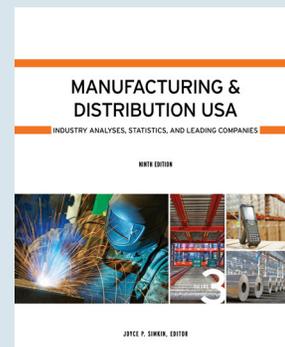
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