Getting Down to Business
Resources and Strategies for Better Business Reference

Small Business Research Checklist
Recommended aspects of the industry you should investigate

- Financial information (ex. Financial ratios)
- Regulations, laws, licenses
- Competitors and complementors
- Professional organizations, associations, conferences
- Industry blogs and publications

- **Business Plans** [http://guides.bpl.org/businessplans](http://guides.bpl.org/businessplans)
  Find the information on the industry, competitors, markets, and consumers that you need to create a business plan.
  Resources to explore countries, markets, industries and companies around the world.

Company Research
Topics and strategies to find conduct company research. Depending on the patron’s goals (i.e. legal action or an upcoming job interview) company research may go in many directions

- Ask the patron what they have done so far
- Know that not all information is not publically available especially if it’s contractual
- Court cases involving the company and news stories can be valuable sources
- What are the licenses required to operate this business?

- **Finding Company Information** [http://guides.bpl.org/companyresearch](http://guides.bpl.org/companyresearch)
  Quick guide to sources and tips for company research

Investor Education
Topics to address with patrons looking for investment advice

- We are not financial professionals—we do not give out investing advice
- Encourage the patron to discuss decision/paperwork with a family member/friend
- Demonstrate a variety of resources to patrons based on their needs.

- **Researching Mutual Funds** [http://guides.bpl.org/mutualfunds](http://guides.bpl.org/mutualfunds)
  An introduction to mutual funds and resources for research and education
- **Financial Literacy** [http://guides.bpl.org/financialliteracy](http://guides.bpl.org/financialliteracy)
  Guide to resources to help you manage your money and fulfill your financial goals

Historical Stock Research Checklist
Questions to ask when a patron is tracing a stock

- What information does the patron have?
- What dates does the patron have?
- What has happened to the company?

- **Researching Historical Stocks** [http://guides.bpl.org/oldstocks](http://guides.bpl.org/oldstocks)
  Learn the best resources and strategies for researching old stocks

For more resources head to [http://guides.masslibsystem.org/bizref](http://guides.masslibsystem.org/bizref)