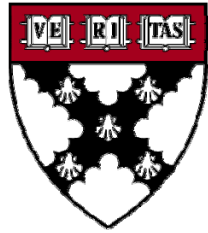


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Using Library Resources For Your Business Plan

Ken Kerr
January 22, 2008
Baker Library Services

Filling in the pieces

- § Develop a strategy for your information gathering.
- § Think about the questions you need to answer.
- § Start with key resources, then move to secondary.
- § Review for gaps. “What am I missing?”

Industry and Company Information

- § Company overview and background.
- § Put your company in the context of an industry.
- § Identify key suppliers, partners, competition.

Industry and Company Information

- § Research Guides
- § S&P Industry Surveys
- § Capital IQ
- § Factiva
- § Business Source Complete
- § OneSource

Market Research Data

- § Forrester
- § Frost & Sullivan
- § Gartner Group
- § Jupiter
- § Medical and Healthcare Marketplace
- § Mintel
- § Business Source Complete
- § Orbis

Human Resource Requirements

- § Wages
- § Compensation
- § Incentive Plans

- § Bureau of Labor Statistics National Compensation Survey
[www.bls.gov/ncs/ocs]

Infrastructure Requirements

§ Facilities

§ Communications Network

§ Comparative Statistics of Industrial and Office Real Estate Markets

Ref HD 1393.5 .C6

§ Telegeography Ref HE 7601 .T4

§ World Telecommunication/ICT Development Report

Ref HE 7601 .W65



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Country Risk Considerations

- § Economic
- § Regulatory
- § Environmental
- § International Trade
- § Tax and Custom
- § Country Information and Statistics



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Information and Statistics for outside the U.S.

- § **Country Research Guides**
- § **EIU.com: Country Commerce**
- § **Indiastat.com**
- § **SourceOECD**
- § **Global Financial Data**
- § **Global Market Information Database**
- § **International Financial Statistics**
- § **ISI Emerging Markets**



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Key Tips on Using HBS and HU Databases:

- § Database launch pages will tell you if some resources need extra passwords or Harvard PIN. There are also tips on searching and troubleshooting.
- § No extra charge for reports. (Investext)
- § Use database's indexing and advanced search features.
- § Different download formats often available.

And don't forget:

- § Keep track of your sources in detail.
- § Follow the *Citation Guide for HBS Students*.
- § Our copyright and licensing policies are outlined on all the launch pages into our databases.
- § Business plan examples are available in reserve notebooks at the reading room service desk.

Need more help?

- § Contact a reference librarian
- § In person (see our hours at the web site)
- § By email at refquest@hbs.edu
- § By phone at 617-495-6040



Thank you and good luck!

Ken Kerr

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