

Business Research Resources from Charlotte Mecklenburg Library

Online Resources

Data Axle Reference Solutions (formerly ReferenceUSA)

www.cmlibrary.org/resources (*need a Charlotte Mecklenburg Library card, you'll be asked for the number)

Market Analysis and Operations

- Potential Market (if you are selling to other businesses or if you need residential listings)
- Competitive Analysis (who else is in the same business and where are they located)
- Location
- Equipment (check for “used” equipment companies and “wholesalers”)

Census Bureau

<https://data.census.gov>

- Potential Market (Census Bureau’s website for numbers of people in your target market, income categories, age groups, housing density, etc.)

Charlotte Regional Business Alliance (formerly Charlotte Chamber of Commerce)

<https://charlotteregion.com>, select “Do Business Here” or “Get the Data”

Market Analysis

- Local demographics
- Charlotte & Area Economic Indicators

Charlotte/Mecklenburg Quality of Life Explorer

<https://mcmmap.org/qol/>

Exploring neighborhood character, economics, education, engagement, environment, health, housing, safety and transportation.

SimplyAnalytics

www.cmlibrary.org/resources (*)

Market Analysis

- Demographics - create maps-a more visually interesting representation, or reports
- Where to advertise your product/service

Charlotte Traffic

<https://charlottenc.gov/Transportation/PlansProjects/> (see Traffic Counts)

- Market Analysis - Location
- What direction people are traveling might affect signage

Thomas Register of Manufacturers (free registration)

<http://www.thomasnet.com/>

- Equipment, raw materials, suppliers

Market Share Reporter

www.cmlibrary.org/resources under “Gale Directory Library” (*)

- Find industry charts and market share data from many sources.

Encyclopedia of Associations

www.cmlibrary.org/resources under “Gale Directory Library” (*)

- Contact associations about salary information, industry insider info, ask about start-up information packets, info on client industries. Find a mentor.

Charlotte Business Resources

<https://charlottebusinessresources.com/>

- network of local organizations helping you start and run a successful business

ABI/Inform Complete

www.cmlibrary.org/resources (*)

- Articles about industry: “First Research Industry Profiles”, “Worldwide Industry & Market Reports”
- Keeping up with business climate
- Find pertinent data to add to your website, newsletter, email blasts
- Set up “Alerts” within these databases to receive an email when new articles appear

Standard & Poor’s Industry Survey

www.cmlibrary.org/resources under “Market Advisor (CFRA)” (*)

- Major industry information but details may impact small business

The Charlotte Observer

www.cmlibrary.org/resources (*)

- What’s going on in Charlotte and how can you capitalize on it?
- Who are the people doing business and can you network with them?

The Charlotte Business Journal

www.cmlibrary.org/resources (only available within the Library buildings)

- Business climate in Charlotte, business opportunities, newly formed businesses.
- Special editions: Book of Lists and Real Estate Report (rental rates, management companies).

Entrepreneurship Database (ProQuest)

www.cmlibrary.org/resources (*)

- Books on business topics
- Business cases
- Video clips
- Start-up plans, templates, and forms

[Check the other library databases for more focus on specific industries...Banking, Health, Telecommunications, Snapshots Series of Market Reports, and International coverage.]

Non-Profits – Grant Resources

Assistance Listings (formerly Catalog of Federal Domestic Assistance) www.sam.gov

Federal Government Grants www.grants.gov

Foundation Center www.cmlibrary.org/services/nonprofit-services (free online database at Main Library and Regional Libraries)

Print Resources

North Carolina Manufacturer’s Register – local competition and suppliers

Annual Statement Studies (RMA) – compare your financial forecast figures to industry norms

Mecklenburg Times – Local legal newspaper with business closings...can you get used equipment?

Never Stop Learning

Universal Class – online courses in entrepreneurship, business soft skills, marketing, and more

www.cmlibrary.org/resources (*)

LinkedIn Learning (formerly Lynda.com) – online courses on computer software, web design, business, more

www.cmlibrary.org/resources (*)

Free Classes and Workshops -- Virtually and at the Library

www.cmlibrary.org/calendar

Computer Basics	Networking
Microsoft Word and Excel	Technology Tutors for 1-on-1 Support
Internet Basics	Grants for Nonprofits
Entrepreneurship	Financial Literacy