

BEYOND GOOGLE

RESEARCHING YOUR
MARKET (FOR FREE!)
AT THE LIBRARY



WE ANSWER QUESTIONS



WHAT QUESTIONS DO YOU HAVE?

THE LIBRARY TO BUSINESS TEAM CAN HELP

We answer questions

- [Virtual Business Info Appointments](#)
- L2B Team L2B@spl.org
- Jay Lyman jay.lyman@spl.org
- 206-386-4636 (leave a message)

We buy tools you can use for free

- www.spl.org/business

Free workshops and events

- [Business calendar of events](#)



[Seattle Public Library](#)
[King County Library](#)
[Sno-Isle Library](#)
[Pierce County Library](#)

[Spokane Public Library](#)



LIBRARIES ARE LOCAL

- **King County Library**
kcls.org/resources/business
- **Pierce County Library**
jbc.mypcls.org/small-business-support
- **Sno-Isle Library System**
www.sno-isle.org/business
- **The Seattle Public Library**
www.spl.org/business
- **Spokane Public Library**
www.spokanebusiness.org

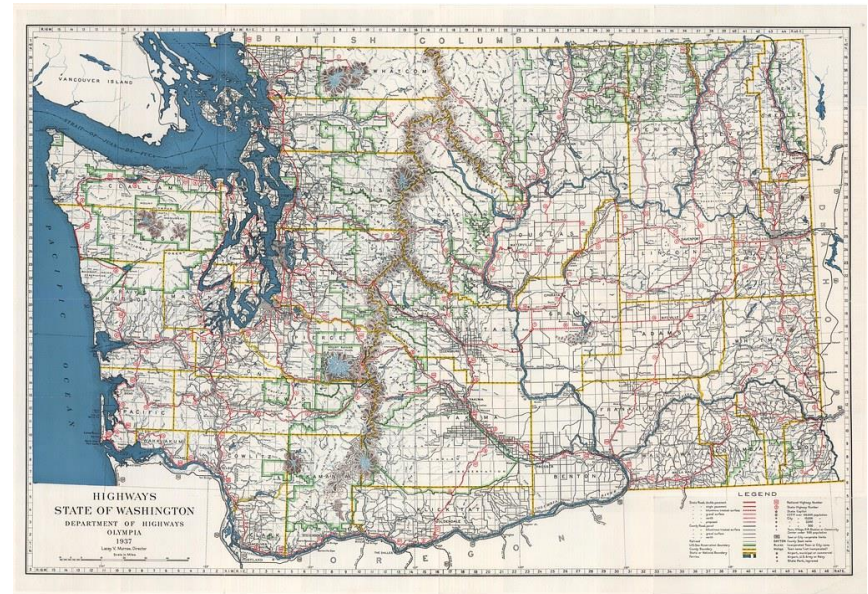


Photo by cc attribution to Washington State Dept of Transportation on flickr

Nearby library not listed? Find more:

<https://www.sos.wa.gov/library/search/>



LIBRARIES ARE LOCAL

QUALIFY FOR A FREE LIBRARY CARD

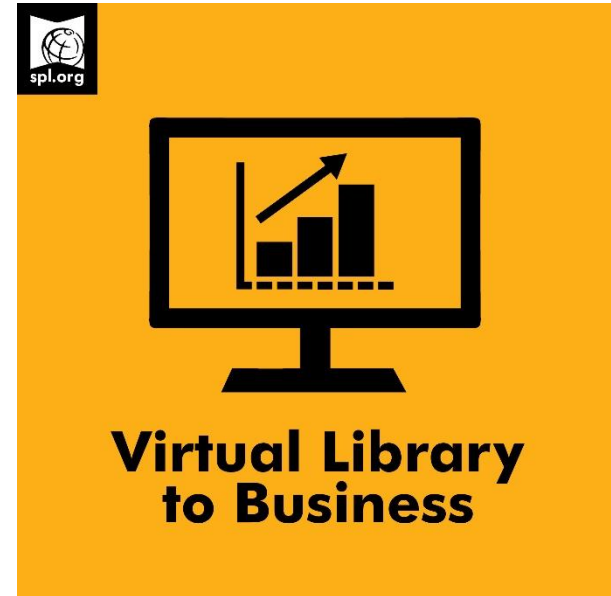
- Based on where you live, work, go to school, or own property
- Reciprocal agreements between library systems
- Different libraries have different tools
- Ask library staff for help getting a card



YOUR LIBRARY CAN HELP

We buy tools you can use

- Print
- Electronic subscriptions
- E-books
- Media



Many electronic tools can be accessed outside the library with a library card



INFORMATION SMALL BUSINESSES NEED

- **Information about other companies**
(clients, partners, or competitors)
- **Information about customers (B2C)**
(demographics, lifestyles, consumer behavior, expenditures)
- **Market trends**
(sales by business type, forecasts, industry norms)
- **General handbooks and guides**
(startup, management, and marketing guides)



IN OCTOBER 2014 THE NRF ESTIMATED THAT AMERICANS WOULD SPEND \$350 MILLION ON PET COSTUMES

A 2021 survey found that 1 out of 5 Halloween celebrants planned to dress their pets in costume.

2024 Spending on pet costumers Halloween was expected to reach \$700 million!



IDENTIFY MARKET TRENDS

Sources:

[Disney's Frozen Characters, Teenage Mutant Ninja Turtles Top Children's Costume List](#)

Nearly Half of Halloween Shoppers to Start Purchasing Items Before October

<https://nrf.com/media-center/press-releases/nearly-half-halloween-shoppers-start-purchasing-items-october-9/19/24>



2024 NRF PET COSTUME SURVEY



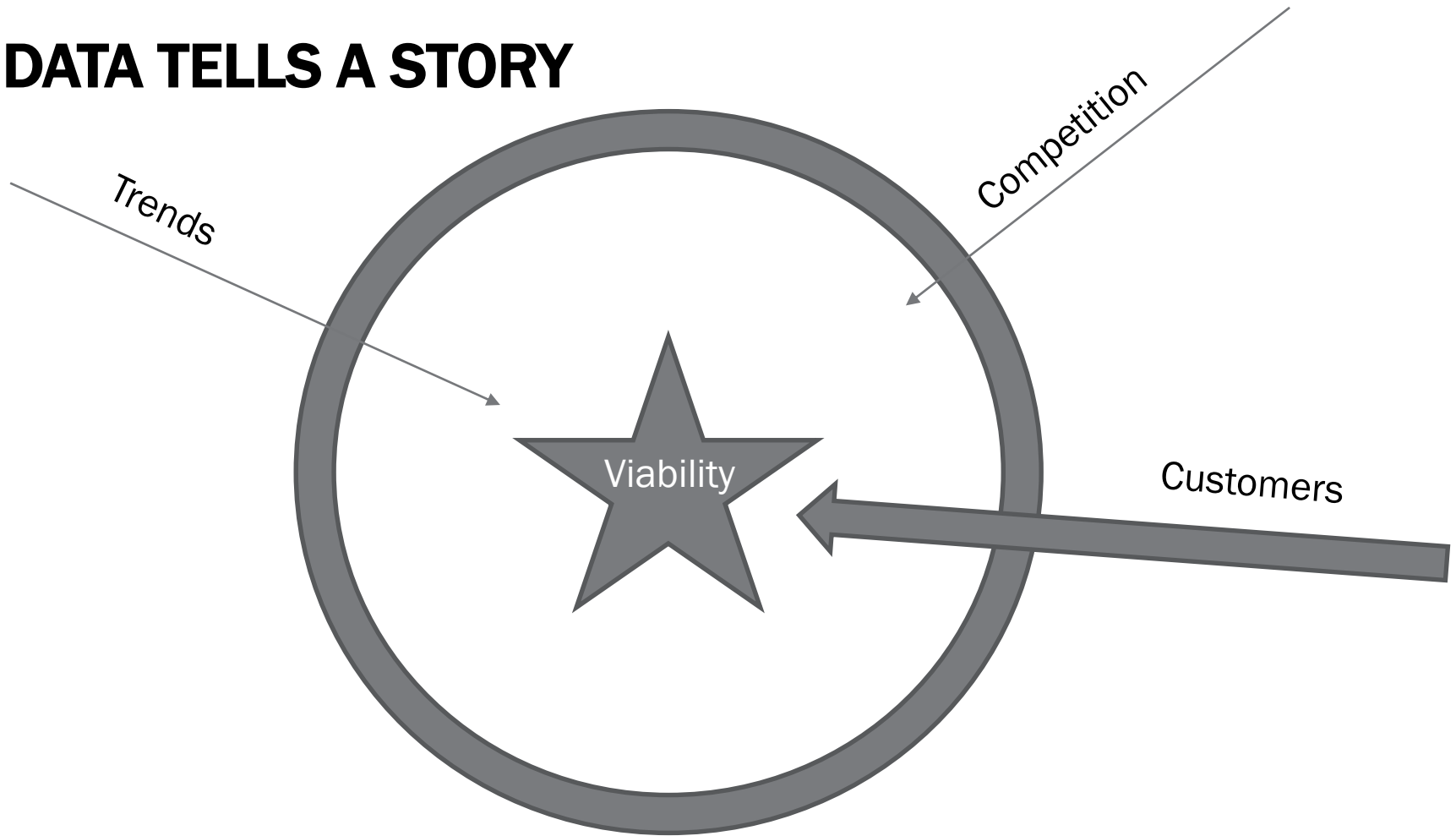
- Pumpkin – 10%
- Hot dog – 6%
- Bat – 4%
- Bumblebee – 3%
- Ghosts – 3%

MARKET TREND SETTERS

Source: Nearly Half of Halloween Shoppers to Start Purchasing Items Before October

<https://nrf.com/media-center/press-releases/nearly-half-halloween-shoppers-start-purchasing-items-october-9/19/24>

DATA TELLS A STORY



But there can be limitations... business information

- Can be expensive
- May be proprietary
- Might not exist in the form we expect

MARKET VS. INDUSTRY



INDUSTRY CLASSIFICATIONS

STANDARD INDUSTRY
CLASSIFICATION

SIC CODES



photo by CC attribution from Josep Ma. Rosell on flickr

NORTH AMERICAN INDUSTRY
CLASSIFICATION

NAICS CODES



photo by CC attribution from Josh Sanders on flickr

<http://www.census.gov/naics/>

Searching by code can be efficient

[NAICS 453910 Pet and Pet Supplies Stores](#)

[SIC 5999 Miscellaneous Retail Stores](#)



PRIMARY AND SECONDARY RESEARCH

Library is primarily involved with secondary research

People do primary research themselves or hire firms

- Surveys
- Interviews
- Focus Groups



To be reliable, it needs to be done correctly

- Carefully constructed and analyzed
- Representative sample
- Qualitative and quantitative data

INFORMATION ABOUT COMPANIES

The screenshot shows the Data Axle website interface. At the top, there is a navigation bar with "data axle · reference solutions", "Webinars", "Learning Center", and a "Select Language" dropdown. Below the navigation bar is a hero section with a background image of people in an office. The text in the hero section reads: "The premier source of information for reference and research" and "Offers Accurate Data on 59M Businesses and 310M Consumers".

Available Databases
Select a Database to Get Started

U.S. Businesses 59 Million Businesses 3.5 Million Closed Businesses SEARCH MORE INFORMATION	Canadian Businesses 2.1 Million Businesses
U.S. Jobs / Internships 2.5 Million Job Postings	U.S. New Businesses 2.0 Million New Businesses
U.S. Standard White Pages 158 Million Residents	U.S. Consumers / Lifestyles 310 Million Individuals

U.S. Businesses
The U.S. Business database contains a total of 59 million businesses including 16 million verified and 43 million unverified businesses that are updated weekly. It is the only business database that is enhanced with more than 24 million phone calls per year providing you with the most accurate data possible.

Selection Criteria include:
Company name, Executive title, Business type, Sales volume, Employee size, Year established, And more...

INFORMATION ABOUT COMPANIES

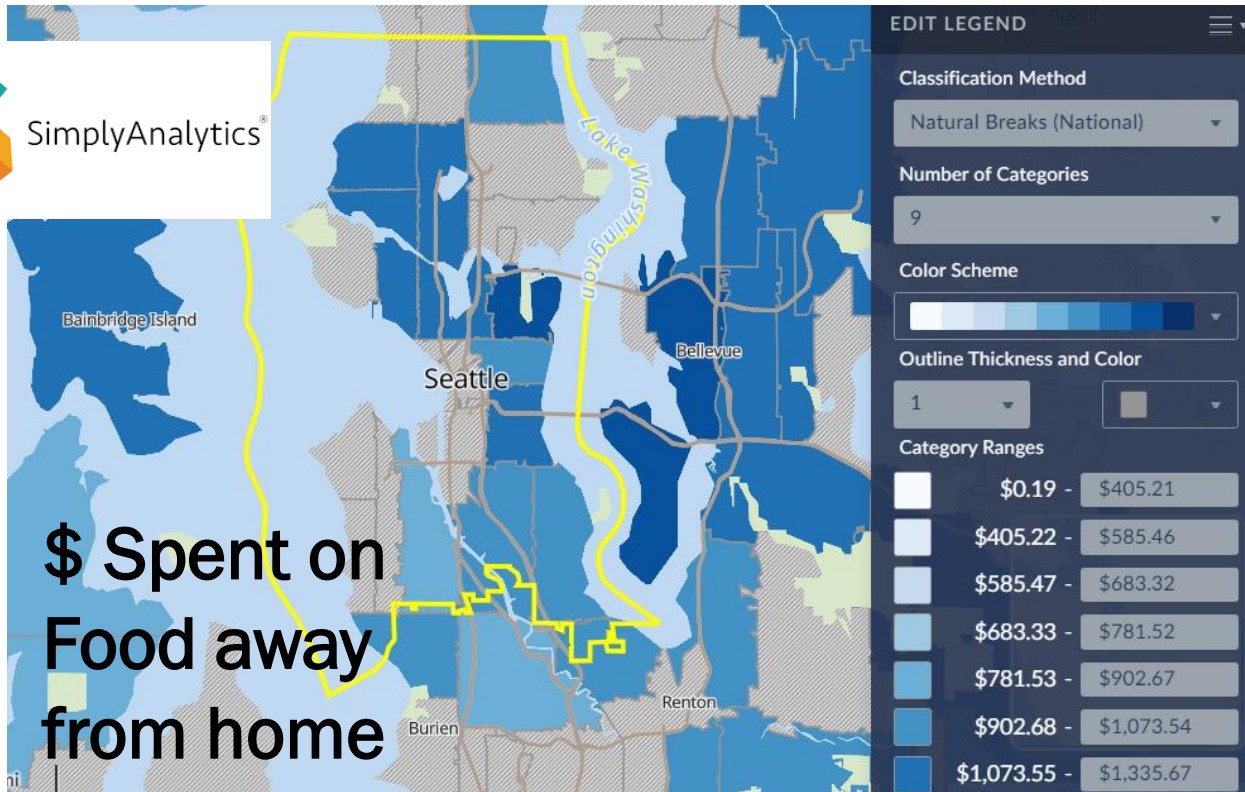
<input type="checkbox"/>	<u>Crown Hill Pet Supply</u>	Chris Mitchell	9053 Holman Rd NW
<input type="checkbox"/>	<u>Fish Store</u>	Dan Stearn	12320 Lake City Way NE
<input type="checkbox"/>	<u>Ideal Pet Stop</u>	Shelly Delaney	5044 Wilson Ave S
<input type="checkbox"/>	<u>Just Food For Dogs</u>		513 Westlake Ave N # A
<input type="checkbox"/>	<u>Just Food For Dogs</u>	Hayley Mulchay	9832 15th Ave SW
<input type="checkbox"/>	<u>Little Amazon Fish & Pet</u>	Lina Nguyen	10316 Aurora Ave N
<input type="checkbox"/>	<u>Lucky Pet</u>	Mike Kaplan	4301 Aurora Ave N
<input type="checkbox"/>	<u>Magnolia Paw Spa</u>	Jason Hall	3111 W Mcgraw St # 102

Lists of companies – i.e. Pet Supply Companies in Seattle

CONSUMER EXPENDITURES



SimplyAnalytics®



EDIT LEGEND

Classification Method
Natural Breaks (National)

Number of Categories
9

Color Scheme

Outline Thickness and Color
1

Category Ranges

White	\$0.19 - \$405.21
Lightest Blue	\$405.22 - \$585.46
Light Blue	\$585.47 - \$683.32
Medium-Light Blue	\$683.33 - \$781.52
Medium Blue	\$781.53 - \$902.67
Dark Blue	\$902.68 - \$1,073.54
Darkest Blue	\$1,073.55 - \$1,335.67

DEMOGRAPHICS AND PSYCHOGRAPHICS









Key features

- Bilingual
- Luxury living
- Soccer fans
- Two family properties
- Economic literature
- Progressive liberals

A06 Jet Set Urbanites
B Flourishing Families
B07 Across the Ages
B08 Babies and Bliss
B09 Family Fun-tastic
B10 Cosmopolitan Achievers
C Booming with Confidence
C11 Sophisticated City Dweller
C12 Golf Carts and Gourmets
C13 Philanthropic Sophisticates
C14 Boomers and Boomerangs
D Suburban Style
D15 Sports Utility Families

Channel preference

 195	 68	 16
 166	 164	 146

“Cosmopolitan Achievers”

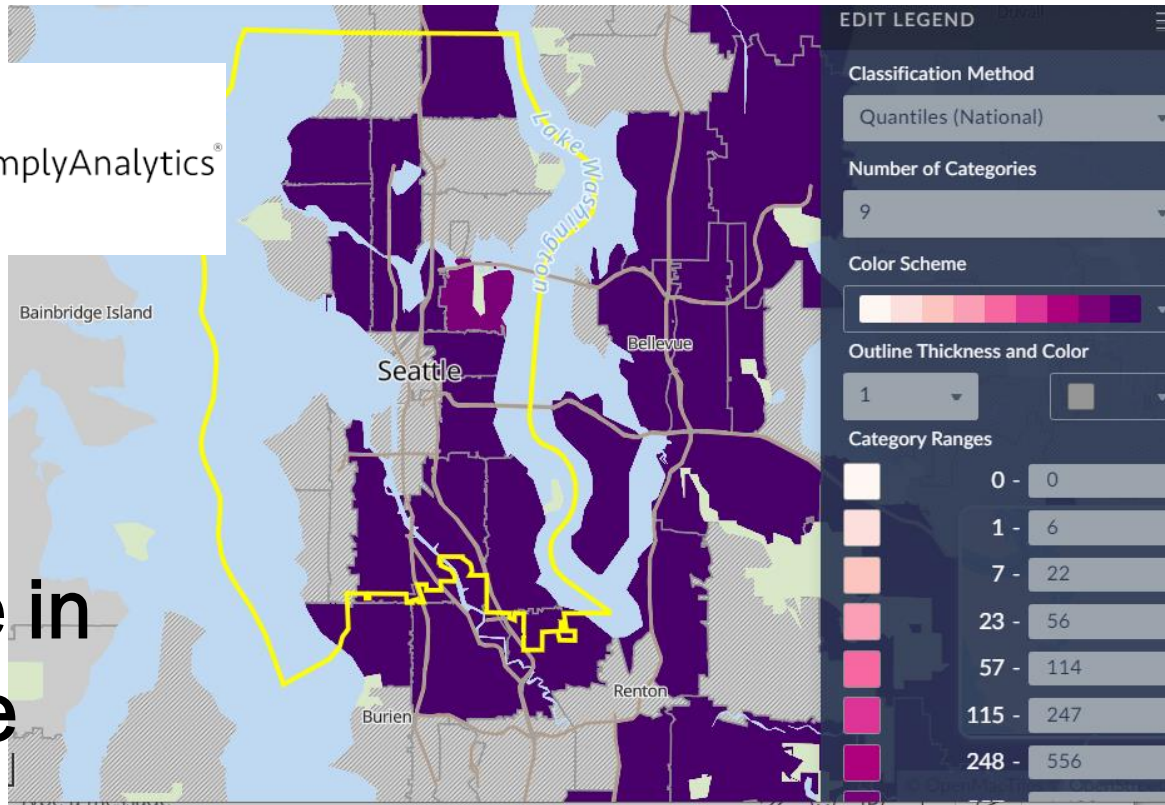


DEMOGRAPHICS AND PSYCHOGRAPHICS



SimplyAnalytics®

53K
people in
Seattle



“Cosmopolitan Achievers”

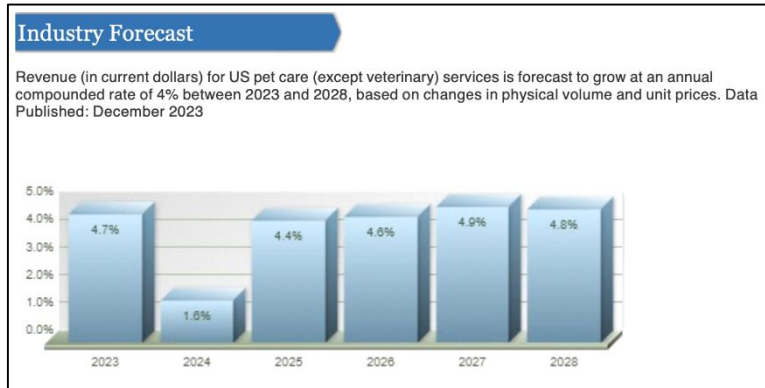


INDUSTRY REPORTS

dun & bradstreet
FIRST RESEARCH
INDUSTRY PROFILE

Pet Care Services

6.10.2024
NAICS CODES: 81291
SIC CODES: 0752



Business Trends

Job Growth - The US Bureau of Labor Statistics (BLS) expects employment of animal care and service workers to grow about 16% from 2022 to 2032, which is faster than the average for all occupations. Several factors are creating higher demand for pet care workers. More US households adding companion pets and greater willingness among pet owners to spend money on care.

Mobile Pet Grooming - Enticed by lower start-up costs than maintaining a brick-and-mortar business, more pet groomers are getting into mobile pet grooming on their own or through franchises. Mobile groomers typically advertise through local pet shops and veterinary offices. Besides plenty of experience in pet grooming, owners need a van or serviceable motor home, complete with a tub, grooming table, generator, and grooming tools and supplies.

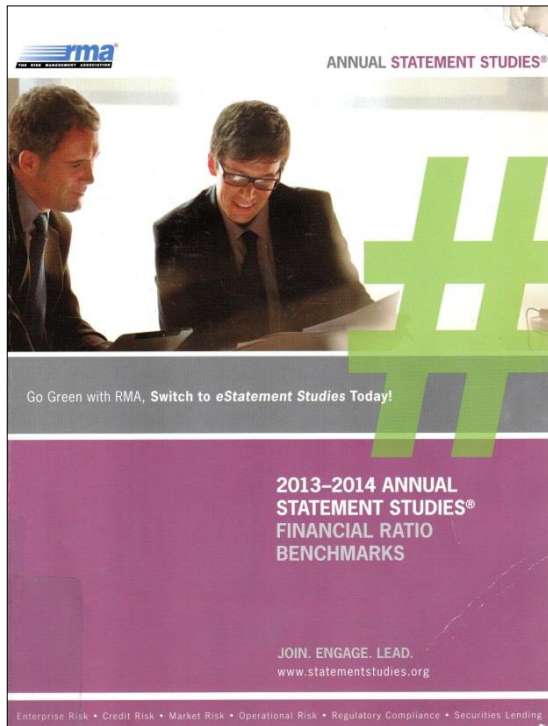
Pet Bird Grooming - Pet care services providers that offer avian services are safeguarding birds from sickness, injury, and stress and boosting their businesses. Bird groomers keep feathers dry and clean, trim beaks and nails, and help with uncomfortable molting. Groomers that partner with retail stores can also suggest bird baths, sprays, and trimmers for new bird owners and offer a Frequent Flyer program for grooming services.

FIRST RESEARCH REPORTS

Pet Care Services - Quarterly Update 6/10/2024



BUSINESS RATIOS



RMA eStatement Studies

	eStatement Studies	Book
Format	Online via Single Sign On	Printed Book
Use if...	you require unlimited industry access, on a more frequent basis	you require access to multiple industries on a less frequent basis, via traditional, soft cover book
Financial Ratio Benchmarks	✓	✓
Industry Default Probabilities	✓	-
Number of Industries	627	627
Availability of Historical Data	25 years	5 years
Sector Reports	2,000+	-
Regional Reports	✓	-
Excel/ Client Comparison Worksheets	✓	-
Bonus Metrics, i.e. EBITDA	✓	-

- RMA via electronic access or in print at the Central Library
- First Research Reports also have ratios

SAMPLE BUSINESS PLANS

Pet Sitting Service

Angels Among Us

3269 39th St. S
St. Petersburg, Florida 33711

Zuzu Enterprises

Angels Among Us provides quality in-home pet care and dog walking serv

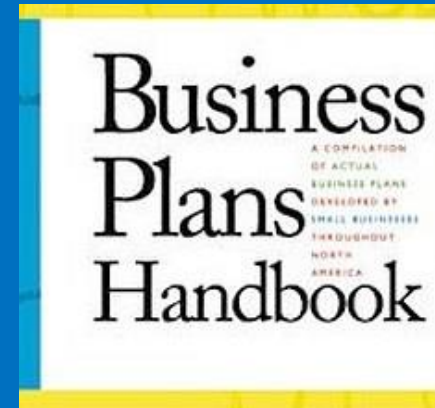
EXECUTIVE SUMMARY

Angels Among Us provides quality in-home pet care and dog walking services in St. Petersburg, Florida. St. Petersburg is a city that loves its pets, making it easy for citizens to find a pet sitting service.

Once you experience professional pet care in your home, you'll never want to do it yourself again.

INDUSTRY ANALYSIS

An estimated \$60.59 billion will be spent on pets in the United States in 2018. Pet services, including pet sitting and dog walking, is growing at the fastest rate.



ONLINE LEARNING SERVICES

The screenshot displays the LinkedIn Learning interface. At the top left, the 'in Learning' logo is visible. A search bar contains the text 'What do you want to learn today?'. The main content area shows a video player for the course 'Financial Analysis: Making Business Projections'. The video title is 'Making Business Projections' with the subtitle 'with Rudolph Rosenberg'. The video player shows a man with his arms crossed. Below the video, there is a progress bar at 0:04 / 0:42 and a voiceover transcript: '- [Voiceover] Hi, I'm Rudolph Rosenberg'. On the left side, there is a 'Contents' sidebar with a list of video topics and their durations. At the bottom of the video player, there are tabs for 'Overview', 'Notebook', and 'Transcript'.

LinkedIn Learning

What do you want to learn today?

Financial Analysis: Making Business Projections
Welcome

55,103

Introduction

- Welcome 42s
- What you should know before watching this course 1m 14s
- 1. Financial Projection Basics
 - Financial projections 1m 34s
 - The difference between forecasting and planning 2m 25s
 - Treating start-ups and established businesses differently 2m 43s
 - The top-down and bottom-up approaches 3m 5s
 - Volatility and the treatment of exceptional elements 3m 19s
 - Chapter Quiz 2 questions
- 2. Estimating Volumes, Price, and Revenue

Making Business Projections

with Rudolph Rosenberg

- [Voiceover] Hi, I'm Rudolph Rosenberg

0:04 / 0:42

Overview Notebook Transcript

LinkedIn Learning



Enter your zip to see local resources, events and mentors 

Finance Templates

From creating a startup budget to managing cash flow for a growing business, keeping tabs on your business's finances is essential. To manage your business's financial situation, create financial projections and seek financing to start or grow your business.



TEMPLATE

Financial Projections Template

Download this financial projections template to calculate your small business expenses, sales forecast, cash flow, income statement, break-even analysis & more.



TEMPLATE

Startup Expenses

Navigate your startup's financial planning with SCORE's Startup Expenses template.

<https://www.score.org/philadelphia/templates-resources/business-planning-financial-statements-template-gallery>

TRADE ASSOCIATIONS

Each association is VERY different in scope of work, but many collect on behalf of their members (including surveying members). They might offer data for free, for sale or make it available to their members. I'm often surprised at what some offer for free on their sites.

- Check “about us” or “mission” pages to see what they do (and where)
- Be skeptical!
- Jump to resources / reports / whitepapers / industry outlook
- Often listed in the “First Research” reports
- This path isn't always successful, but it helps to check!

OTHER TRICKS

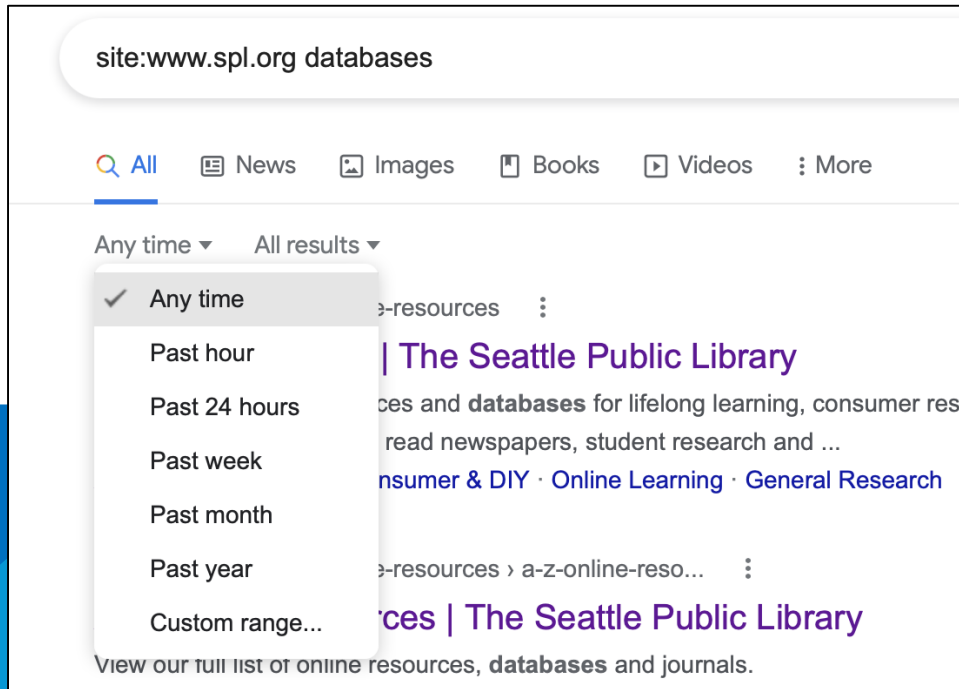
Google Scholar - <https://scholar.google.com>

Google Advanced search - https://www.google.com/advanced_search

Site Search "site:www.spl.org databases"

File type

Interlibrary Loan (ILL)



GENERAL BUSINESS GUIDEBOOKS

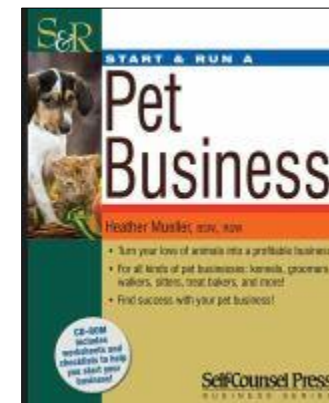
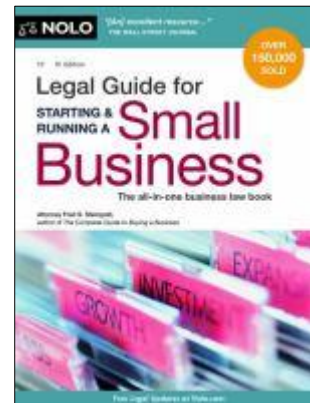
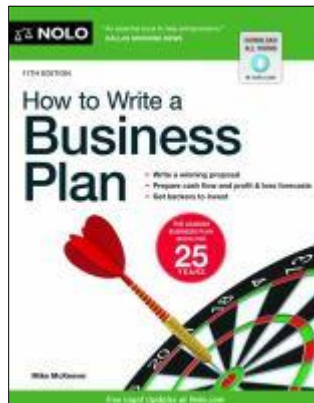
How to Write A Business Plan by Mike P. McKeever

Small Business Start-up Kit by Peri Pakroo,

Legal Guide for Starting & Running A Small Business by Fred Steingold

Start and Run a Pet Business by Heather Mueller (industry specific)

Management, marketing, accounting, guides and much more...



Dewey 658 and 340 – large sections, ask for help

RESOURCE CONNECTIONS – VITAL TO SUCCESS!



Evergreen Biz Link

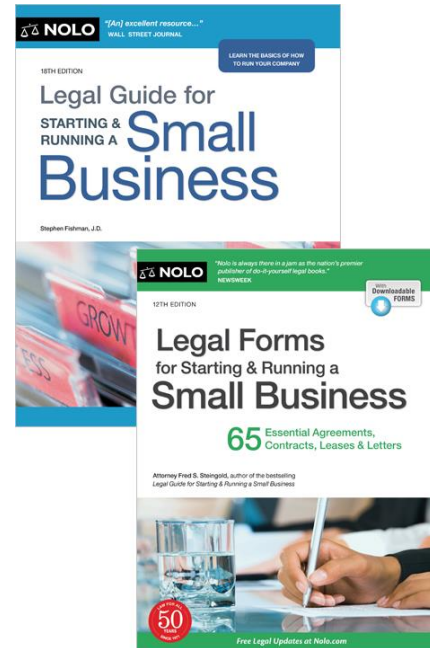
<https://evergreenbizlink.com>

LEGAL TOPICS



Legal Consults

<https://www.spl.org/programs-and-services/business-and-nonprofit/make-a-business-appointment/business-appointment-legal-consults>



NOLO Press Guides



WHAT GRANT SEEKING DATABASES DO FOR US



- Universe of grantmakers that exist
- Details on grants that recipients have received
- Offer search tools save us time – refine the universe of all foundations to a list of prospects that are worth the time to explore further

Often people email themselves results to work on later

ACCESSING THE GRANT SEEKING DATABASES

Foundation Directory Online- Professional & Foundation Grants to Individuals Online

- In-library use at all SPL Library Locations.
- Authenticate by connecting to WIFI, or use a library computer



Redmond Library's Nonprofit & Philanthropy Resource Center (NPRC) or Marysville Library are nearby

- Find other Foundation Center Libraries:
<https://foundationcenter.org/find-us>



FOUNDATION DIRECTORY – FOUR DATA TYPES

Find Funding

SHOWING RESULTS FOR "Ballet 🗑️, Performing arts education 🗑️" ✖️ CLEAR ALL ⚙️ EDIT

Describe what you are trying to fund:

⚙️ Advanced Search & Filters

ballet school ✖️

SEARCH

🏛️ Include U.S. Federal Funders

📁 Search by Organization 👤 Search by Person

10,638
Grantmakers
▼

[View Grantmakers Only](#)

95,977
Grants
▼

[View Grants Only](#)

6,353
Recipients
▼

[View Recipients Only](#)

9,914
990 Tax Forms
▼

[View 990 Tax Forms Only](#)

Total Dollar Value of Grants: \$3,448,082,119

Grantmakers
Grants
Recipients
990s

Search across all four types of data



FOUNDATION DIRECTORY – SEARCH OR BROWSE

Subject Area

Adult education ✕

Education ^ ✕











- Adult education ^
 - Basic and remedial instruction v
 - Continuing education
 - ESL and second language acquisition
- Early childhood education
- Education services v

Type of program support given/received

- General search translates to a controlled vocabulary.
- Can also browse those subjects.

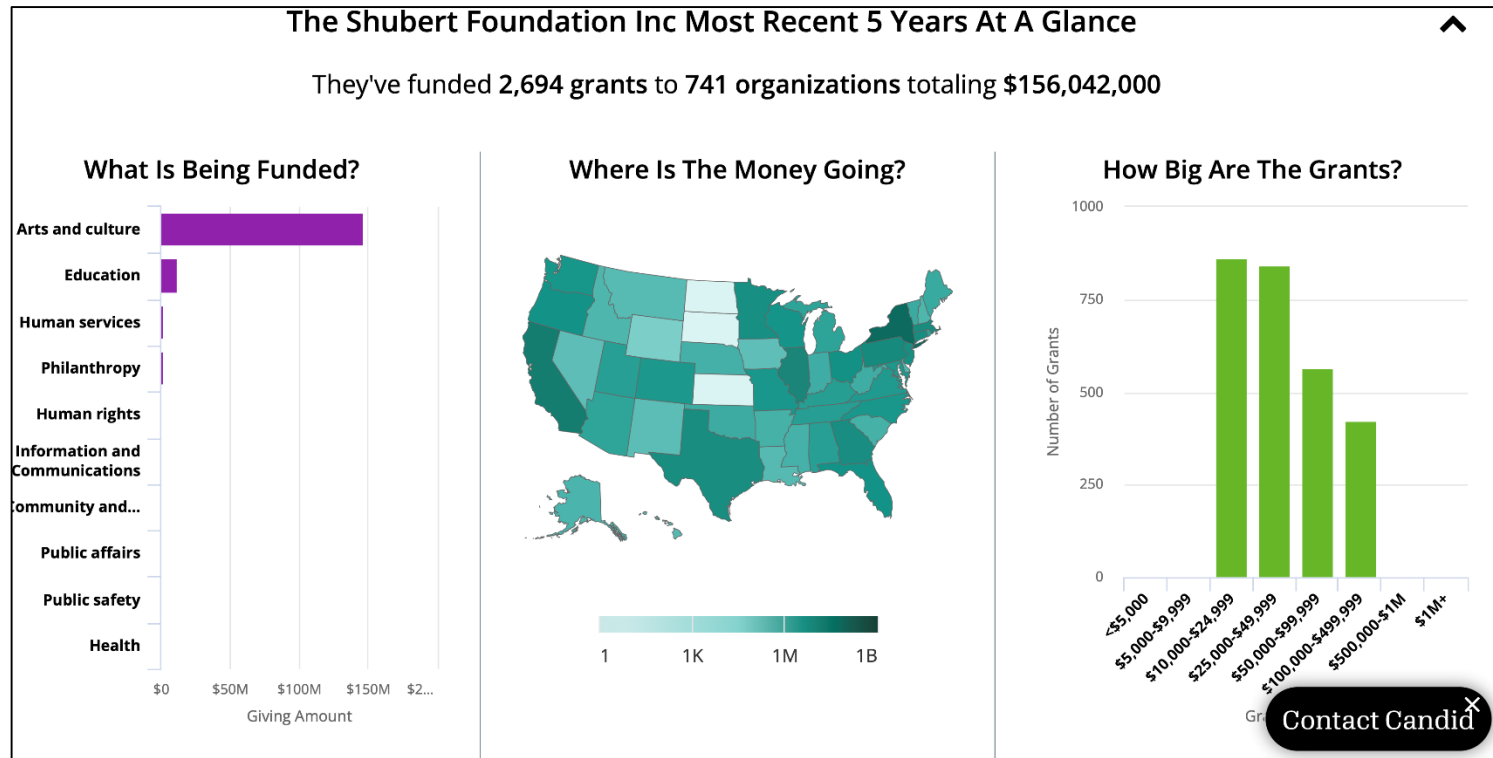
FOUNDATION DIRECTORY – LISTS OF FOUNDATIONS

Grantmakers (7,173)

Grantmaker	City	State	Country	Total Assets	Total Giving	Amount Funded	Grant Count	RFPs
 Fidelity Investments Charitable Gift Fund	Boston	MA	United States	\$56,657,940,564	\$10,356,741,867	\$73,619,993	1,552	
 New York Community Trust	New York City	NY	United States	\$2,933,076,201	\$198,055,982	\$24,175,452	750	
 Bank of America Charitable Foundation	Charlotte	NC	United States	\$13,022,222	\$314,875,472	\$5,191,526	658	
 Columbus Foundation	Columbus	OH	United States	\$2,369,457,379	\$285,397,794	\$5,734,453	631	
 The Shubert Foundation Inc	New York City	NY	United States	\$821,323,073	\$37,900,000	\$30,770,000	553	

“Amount Funded” and “Grant Counts” relate to our search

FOUNDATION DIRECTORY – FOUNDATIONS



Individual Foundation Records



FOUNDATION DIRECTORY - FOUNDATIONS

Applications/RFPs

The foundation does not acknowledge receipt of proposals. Interviews with applicants are granted by appointment. Unaudited financial statements are not accepted. Grant requests must be submitted on the foundation's current application form. Application form is available on foundation web site. Aug.-Dec. E-mailed applications will not be accepted. Review web site for additional application requirements for each program area.

Application for

Program Areas (5) ^

Applicants should

Arts-Related Organizations

1. Copy of financial statements
2. Copy of organizational chart

Organizations that help support the development of theatre and dance are based principally on an assessment of their work, as demonstrated by their financial strength and fiscal stability are factored into each evaluation.

Initial Approval

Dance

Copies of proposals

The foundation views dance as a critical art form related to and supported by theater. Dance will be accorded consideration using the same criteria as theaters.

Deadline(s):

Dance, Arts-related

Education

A limited number of grants is made to graduate drama departments and programs, principally in terms of their demonstrated ability to train and develop talent.

Theater

Not-for-profit, professional theatres in the United States are the primary focus.

- Some Foundations list details about their programs and applications
- Others might just have a website to learn more.
- Some don't have a lot of details.

LIBRARIES CAN HELP

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- **Pierce County Library**
jbc.mypcls.org/small-business-support
- **Sno-Isle Library System**
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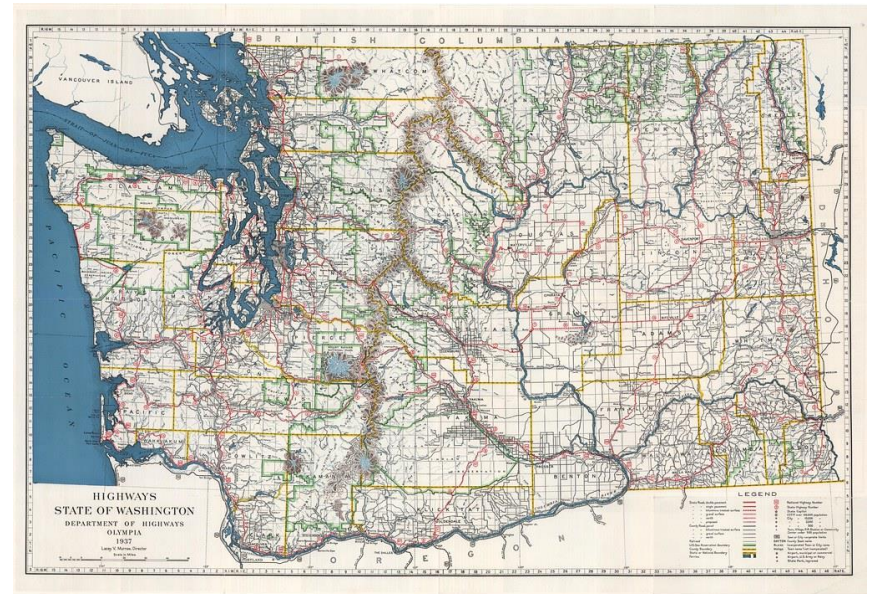


Photo by cc attribution to Washington State Dept of Transportation on flickr

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We answer questions

- [Virtual Business Info Appointments](#)
- L2B Team L2B@spl.org
- Jay Lyman jay.lyman@spl.org
- 206-386-4636 (leave a message)

We buy tools you can use for free

- www.spl.org/business

Free workshops and events

- [Business calendar of events](#)



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[King County Library](#)
[Sno-Isle Library](#)
[Pierce County Library](#)

[Spokane Public Library](#)

