



Market Research

Possible keywords to use when searching topics related to market research:

business statistics
companies
company profile
demographics
economic sector
economic indicators
entrepreneurship
franchises
industry profile
industry report
investment
industries
management
new business
outlook
population
target market
trends
trade associations

Locating Information in Books

Search [ValCat](#) online catalog, to locate reference and circulating books found in the Delta College Library or area Libraries.

Browse these specific titles, found in the Reference collection:

- BOND'S FRANCHISE GUIDE (Ref. HF5429.235 .U6 S66)
- ENCYCLOPEDIA OF ASSOCIATIONS (Ref. HD 2425 .Z56)
- HARRIS MICHIGAN INDUSTRIAL DIRECTORY (Ref. HD9727 .M5 H36)
- MANUFACTURING & DISTRIBUTION U.S.A. : INDUSTRY ANALYSES, STATISTICS, AND LEADING COMPANIES (Ref. HD9721 .M3495)
- MICHIGAN BUSINESS DIRECTORY (Ref. HC 107 .M5 M477 vol. 1 & 2)
- MICHIGAN MANUFACTURER'S DIRECTORY (Ref. HD 9723 .D43)
- SMALL BUSINESS SOURCEBOOK (Ref. HD 2346 .U5 S66)
- STATISTICAL ABSTRACT OF THE UNITED STATES (Ref. HA 202 UN58S)

Browse these specific titles, found in the Circulating collection:

- ENTERPRENUERSHIP (HB615 .E6235)
- SMALL BUSINESS START-UP KIT (KF1659 .P35 2010)
- STARTING YOUR OWN BUSINESS: EVERYTHING YOU NEED TO KNOW TO START A SUCCESSFUL BUSINESS! (HD62.5 .E559 2005) Oversize
- SUCCESSFUL BUSINESS RESEARCH: STRAIGHT TO THE NUMBERS YOU NEED—FAST! (HD30.4 .A25 2006)

Locating Information in Periodicals

Browse the following periodicals (newspapers, scholarly journals, popular magazines) to locate articles (print & also some electronic format) on your topic:

- ADVERTISING AGE
- BUSINESS WEEK
- ECONOMIST
- ENTRPRENEUR
- FORTUNE
- HARVARD BUSINESS REVIEW
- INC.
- WALL STREET JOURNAL

Search the following online databases, available on the [Delta Library website](#) (Journals and Magazines) with your Delta username and password (CALL 686-9560) to locate articles (electronic format) on your topic. These databases are also available to all Michigan residents through [Mel.org](#)

- INFOTRAC BUSINESS AND COMPANY RESOURCE CENTER - This resource brings together company profiles, brand information, rankings, investment reports, company histories, chronologies and periodicals. Search this database to find detailed company and industry news and information

- INFOTRAC SMALL BUSINESS RESOURCE CENTER - Search this database to learn how to start, finance or manage your small business. Resources include sample business plans, how to guides, articles and websites

Locating Information on the WWW

Search the following Web sites to locate information on your topic:

American Fact Finder – population, housing, economic, and geographic data
<http://factfinder2.census.gov/>

Bay Future - private-public alliance of government, business and other organizations that support economic growth in our community
<http://www.bayfuture.com/>

County Business Patterns - county-level data for U.S. employer business establishments, with industry detail
<http://www.census.gov/econ/cbp/>

Economic Census – statistics collected on U.S. businesses every 5 years
<http://www.census.gov/econ/census07/>

Economy At A Glance – employment related data at national, regional, state, and metropolitan area levels
<http://www.bls.gov/eag/home.htm>

Edgar Database - source for SEC information
<http://www.sec.gov/edgar.shtml>

FedStats – data portal for government statistics
www.fedstats.gov

Great Lakes Bay Sites - is an interactive Internet mapping program providing enhanced economic development and site selection services to the business community.
<http://migreatlakesbaysites.com/>

Hoovers Online - company profiles, articles, websites
<http://www.hoovers.com/free>

MeL Electronic Library Business links
<http://tinyurl.com/43s6tep>

Midland Tomorrow - private, nonprofit economic development corporation serving Midland County
<http://www.midlandtomorrow.org/>

Saginaw Future – public-private alliance of business and government whose mission is to increase economic opportunity in Saginaw County
<http://www.saginawfuture.com/>

SearchUSA.Gov – the U.S. Government’s Official Web Portal
<http://search.usa.gov/>

ThomasNet – industrial search engine for locating products, services, and suppliers
<http://www.thomasnet.com>

Delta College Library is a Business Resource Center Location, featuring business resources, reference books, a series of “How to Start a...” business development guides, and more!

For more information:
<http://www.delta.edu/llic.aspx>
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 University Center, MI
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