



## Helpful articles to read before starting

Conducting a Market Analysis for Your Business Plan

[www.entrepreneur.com/article/78002](http://www.entrepreneur.com/article/78002)

How to Write a Market Analysis

[articles.bplans.com/how-to-write-a-market-analysis/](http://articles.bplans.com/how-to-write-a-market-analysis/)

## Demographic Census Information

**American Fact Finder:** <http://factfinder.census.gov/faces/nav/jsf/pages/index.xhtml> AND

**Census Quick Facts:** <http://www.census.gov/quickfacts/table/PST045215/00>

Demographic data you can access on your own

Enter a state, county, city, town, or zip code to get specific demographics information

## Labor and Workforce Information

**Bureau of Labor Statistics – Data:** [www.bls.gov/data](http://www.bls.gov/data)

Government Information about: 1) Inflation & Prices, 2) Employment, 3) Unemployment, 4) Pay & Benefits, 5) Spending & Time Use, 6) Productivity, 7) Workplace Injuries, 8) Import/Export Prices, 9) Employment Projections, and more.

## Government Economic Information

**Key Economic Indicators:** [www.commerce.gov/economicindicators](http://www.commerce.gov/economicindicators)

Commerce department information about 1) Personal Income, 2) Gross Domestic Product, 3) Monthly Wholesale Trade, 4) Manufacturers' Shipments, Inventories, and Orders, 5) U.S. International Trade in Goods and Services Deficit, 6) Construction Spending, 7) Advance Monthly Wholesale Inventories, 8) Advance Monthly Retail Inventories, 9) Advance U.S. International Trade in Goods, 10) Durable Goods, 11) New Residential Sales, 12) New Residential Construction, 13) Manufacturing and Trade Inventories and Sales, 14) Advance Monthly Sales for Retail and Food Services, 15) Quarterly Services Survey, 16) Rental Vacancy Rate, 17) Homeownership Rate, and more.

## Industry Information

**SBA Industry Guide:** [www.sba.gov/managing-business/business-guides-industry](http://www.sba.gov/managing-business/business-guides-industry)

Specific information about industry standards, regulations, and taxes by industry

Great first step to get familiar with industry and issues specific to particular business

**Economic Census - Industry Snapshots:** [www.census.gov/econ/snapshots/index.php](http://www.census.gov/econ/snapshots/index.php)

2012 Government Industry Census data comparing back across years

**Biz Stats:** [www.bizstats.com](http://www.bizstats.com)

Free business statistics and financial ratios, below are three examples:



Brock Waterman, Business Consultant  
[brock.waterman@uwex.edu](mailto:brock.waterman@uwex.edu) | 608-574-1757 (cell)

Industry Financial Reports and Ratios: [www.bizstats.com/corporation-industry-financials](http://www.bizstats.com/corporation-industry-financials)  
Small Business Rent as a % of Receipts: [www.bizstats.com/reports/rent-sales-ratio.php](http://www.bizstats.com/reports/rent-sales-ratio.php)  
Profitability-Risk Reports: [www.bizstats.com/net-profit-risk](http://www.bizstats.com/net-profit-risk)

**IBIS World:** [www.ibisworld.com](http://www.ibisworld.com)

Each report costs around \$1,000, but it typically 20-30 pages long, but has great analysis.

List to find NAICS Industry or Specialized industry (will show a preview once found)

At UW-Madison Library you can get a free IBIS report in person (not available at UW-Platteville)

[www.library.wisc.edu/business/](http://www.library.wisc.edu/business/)

Make sure to call first to check availability and needed prep time

Last resort, call business librarian Peggy Smith

[www.library.wisc.edu/about/directory/staff-by-location/#3](http://www.library.wisc.edu/about/directory/staff-by-location/#3)

## SBDC Links to Other Sites with Information

**SBDCNet Market Research Links:** [www.sbdnet.org/category/industry-links](http://www.sbdnet.org/category/industry-links)

General market research links and information

## Library Information

**UW-Platteville Library:** [www.uwplatt.edu/library/articles-and-databases](http://www.uwplatt.edu/library/articles-and-databases)

Anyone in the state can use the university libraries in-person, available resources:

**ABI Info complete**

**BadgerLink**

Business Abstracts with full texts

Business Journals

Business Source Premier

**Hoover's Company Records**

Regional Business News

**Local Library:**

Different local libraries have different resources

Business Source Premier is available through BadgerLink

<http://badgerlink.dpi.wi.gov/>