

Start Your Small Business

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Business & Company Resource Center

To search in Business & Company Resource Center:

- *Click on **Advanced Search**. In the dropdown box, choose **News/Magazines***
- *Type in subject headings for keyword search. Example:*
 - *Small businesses*
 - *Home-based businesses*
 - *Self-employed persons*
 - *Venture capital*
- *Click **Search***

On the back:

- Books and Ebooks
- Selected Websites

Try Business & Company Resource Center (BCRC) as your one-stop business information source.

Basic information to get you started includes market research for your product or service, the competition, and the basics you will need to open your doors for the first time as a small business person.

The **BCRC** is available on our Research Sta-

tions, or through the library website, www.smplibrary.org. Use your library card to access this resource from home.

This website, available **ONLY** through the library, gathers many different kinds of business information in one place. Recent news, financials, and market research—it's all here.

Look for **BCRC** under Business & Financial Resources.



Business Decision

Find the best location for your business, or learn about your target market in detail. **Business Decision** gives you access to:

- Tapestry Lifestyle Data—segments markets by lifestyle
- 2010 population forecasts
- Total, Average and Leakage/Surplus Factor consumer expenditure data
- Thematic maps that show where your best customers are

This website is available **ONLY** through the library website.

Use this resource to find the best business location, evaluate your customer base, or target a direct mail campaign.

Business Decision is available in the library or via the SMPL website, www.smplibrary.org. Use your library card to access this resource from home.

Books and Ebooks

All titles marked 'BR' can be found in the Small Business Collection. Any librarian can help you find these and other books.

Getting Started

Small Time Operator
BR 658.022

Starting a Business in
San Mateo & Santa
Clara Counties
BR 658.1

Business Start-up Kit:
Sole Proprietors/
Partnerships
BR 658.11

The Legal Guide for
Starting & Running a
Small Business
BR 658.022

The Everything Start
Your Own Business
Book
658.11

Business Plans

Business Plans Hand-
book **658.1522** or
online at library web-
site

Anatomy of a
Business Plan
BR 658.1

Successful Business
Models: Surefire Ways
to Build a Profitable

Business **658.401**

Ebooks

Starting a successful
business start up and
grow your own com-
pany



The unofficial guide to
starting a business
online

The small business bi-
ble: everything you need
to know to succeed in
your small business

Videos

Growing Your Small
Business SMPL 658.022
Growi

Your Own Business: Get-
ting Started San Bruno
VID 658 YOU

Home-based Business: A
Winning Blueprint
Serramonte VIDEO
658.11412 HOM

SELECTED SMALL BUSINESS WEBSITES:

http://www.sbaonline.sba.gov/starting_business/startup/guide.html

The Small Business Ad-
ministration Startup Kit
for small businesses

<http://www.ss.ca.gov/business/resources.htm>

The California State por-
tal for small business
information

Calgold
calgold.ca.gov

The one-stop shop for

finding city, county,
state and federal permit
information. Enter the
type of business you're
interested in, and this
site will tell what per-
mits are needed and
where to get them.

**Internal Revenue Ser-
vice: Small Busi-
ness/Self Employed**

This is a one-stop guide
for employers to Fed-

eral and state tax and
wage reporting require-
ments, with state-
specific links.



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