Library Research for the Business Plan Assignment
IN PERSON OR ONLINE: USE THE LIBRARY
LIBRARY RESOURCES

e-books

The book catalog

DATABASES

Research Guides & Library Resources
A SHORT LIST OF SOURCES


• *Wall Street Journal*: excellent business reporting

• *MarketLine*: industry reports and profiles (search through LeDoux Discovery)

• *Lexis-Nexis*: news and business information

• *Business Source Complete*: a database with a special search option for individual company profiles

• All these available through the LeDoux Library.
BE CAREFUL WITH THE OPEN INTERNET. PART 1

Much reliable business information is for sale, not freely available.
Advertising often tops the lists of online search results.
AUTHORITATIVE GOVERNMENT INFORMATION

- Your tax dollars at work online.
- U.S. state and federal information:
- Look for .gov or .state.us domains.
- Louisiana: [http://louisiana.gov/Business](http://louisiana.gov/Business)
A business plan is an essential roadmap for business success. This living document generally projects 3-5 years ahead and outlines the route a company intends to take to grow revenues. Start your business plan.

**Executive Summary**
Your executive summary is a brief overview of your business plan.

**Company Description**
Before launching your business, it's important to understand your company's unique selling proposition.

**Market Analysis**
Research your industry and target market to determine your unique selling proposition.
INFORMATION FOR LOUISIANA

Grow a Business

This page facilitates growing a business in Louisiana. Includes information regarding incentives, tax credits and rebates, infrastructure assistance, and workforce training through the Department of Economic Development, the Workforce Commission, and other economic development organizations.

Business Resources

- **GeauxBiz.com** - GeauxBiz, a service of the Louisiana Secretary of State, is a "licensing information center" for prospective small business owners; it provides current and potential business owners a single place to go for all the necessary information to operate within the state. Approval for all licenses and permits still comes from the individual agencies, but GeauxBiz is a clearinghouse for regulatory information.
- **Business Incentive Programs** - Locate and apply for Enterprise Zone, Louisiana FastStart, Quality Jobs, Motion Picture Industry Development Tax Credit, and other business incentives and opportunities
- **Small Business Assistance**
- **Incumbent Worker Training Program**
- **Online Tax Filing**
- **Environmental Regulatory Information and Forms** - Rules and regulations; permits and licenses; certifications and registrations.
- **SONRIS Database** - Oil and gas drilling and production, mineral leases, coastal data.
- **Resources for Corporations** - Corporations database, incorporation and registration, filings and fees, UCC.
- **Licensing Boards and Commissions**
- **Demographics for Marketing**
- **Highway Functional Classification Maps**

Department of Agriculture and Forestry

- **Marketing Programs** - Promoting growth of markets for food and agricultural products

Louisiana Economic Data, Information and Estimates
MORE IN LIBGUIDES

http://ledouxguides.library.lsue.edu

Use APA Style: author, date, title, source, medium.