

Welcome to MeL Databases – *Market research and community data for entrepreneurs*  
**Michigan eLibrary**  
Brought to you by the Library of Michigan & MCLS

**If you can hear the music or the presenter through your speakers/headphones, your audio is configured properly. If you can not hear, please try the following:**

1. Adjust the volume of your computer.
2. Click on **“Meeting”** in upper left-hand corner and choose **“Audio Setup Wizard”** and move through the steps to connect for audio.
3. You may encounter a small Adobe window opening on your screen, click the **green “Allow”** button to enable your speakers or device.
4. Log out and back in if these steps do not help or review the troubleshooting tips in the login email you received this week.

**Attendees can use the Text Chat and Question box to ask questions.**

**Participant Feedback** --To the right of the microphone is icon of a person with a raised hand – click on the down arrow to see other options. When you need to clear your status click the down arrow again and go to the bottom of the list and click **“Clear Status.” You can use this to answer yes or no to presenter questions.**

**Troubleshooting Tips:** \*Check the main volume control for your computer to make sure it is not set low or muted. You can access this control on a Windows operating system by clicking on the Speaker icon on the lower right hand corner tray of options. \*If you continue to have trouble with the audio try to exit the meeting and log back into the meeting. \*Be sure to turn off your pop-up blocking software.

**The audio portion of the webinar is provided using Voice Over Internet Protocol, VoIP.**

**Telephone audio is NOT provided. Attendees need to use their computer speakers or headphones to hear the audio.**

This project is supported by the Library of Michigan with federal funds from the Institute of Museum and Library Services.



Welcome to MeL Databases – *Market research and community data for entrepreneurs*

**Michigan eLibrary**

Brought to you by the Library of Michigan & MCLS

The Library of Michigan and MCLS work together to bring relevant, timely, and accessible MeL Databases training to all Michigan library staff and teachers. The focus is to meet the needs in real time, and through MeL provide libraries with the tools and training to better serve and educate their communities; thereby strengthening our libraries and state. MCLS serves as a training provider to increase awareness and use of MeL

On demand copies of our previous webinars can be found at <https://www.mcls.org/mel/mel-training-events/>  
That link will be provided again at the end of the webinar.

A PDF version of the slides in this webinar, and an additional guide to the resources in the related MeL portal, are available for downloading now at the bottom right of your screen.



Market research and community data for entrepreneurs- Presenter

**Michigan eLibrary**

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**Nicolette Sosulski**

*Business Librarian - Portage District Library*

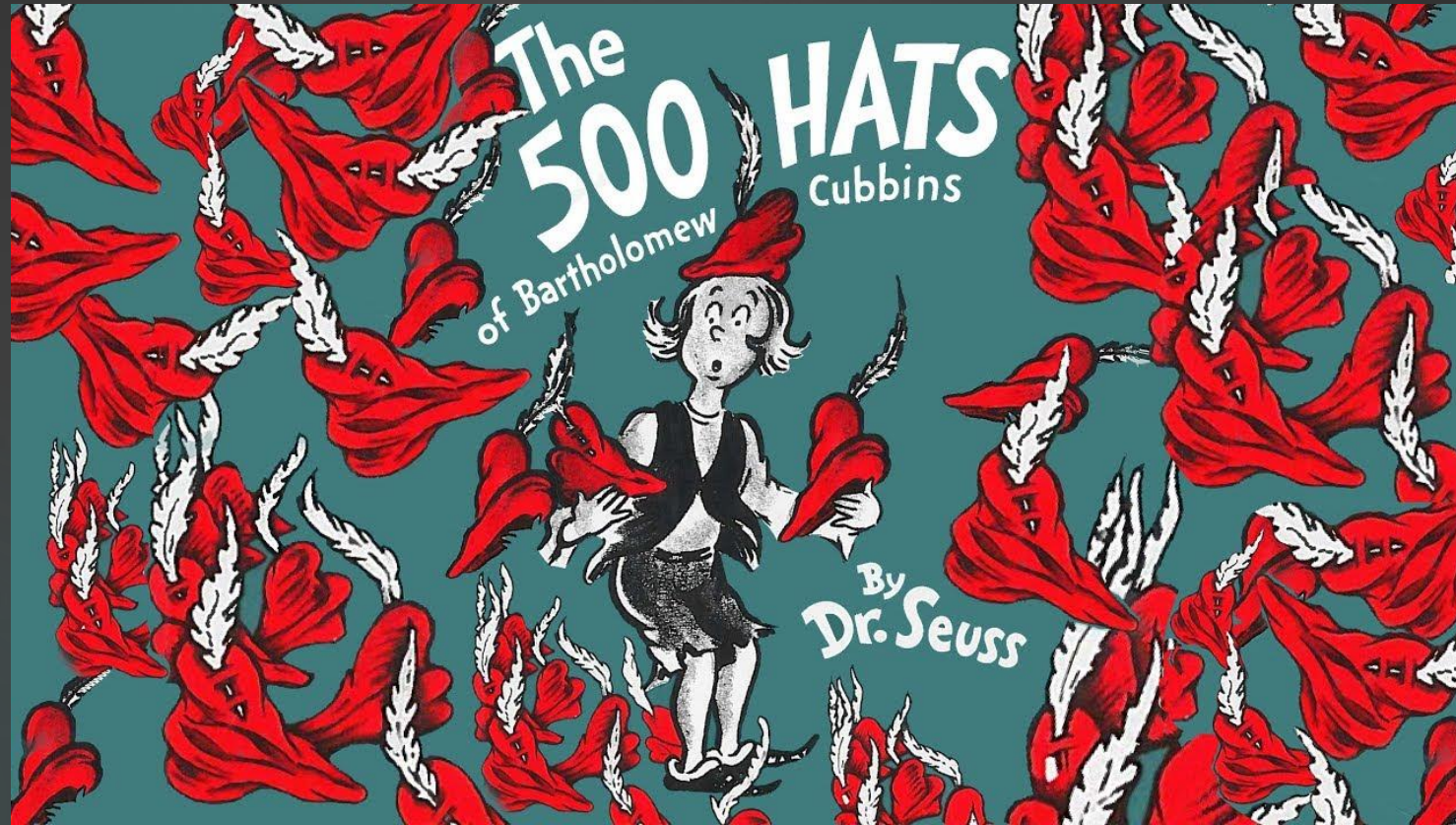
[NSosulski@portagelibrary.info](mailto:NSosulski@portagelibrary.info)



# Small Business Resource Center







Entrepreneurship, Ground Zero

Below is listed a collection of popular small business topics. Click on any of the selected business topics below to retrieve pre-compiled search results. Not finding your topic? Type it in the search box to execute a search.

Accounting	Employment discrimination	Payroll tax
Advertising	Entrepreneurs	Pricing
Brand image	Family-owned businesses	Production development
Budgeting	Financial statements	Product introduction
Business associations	Franchises	Risk management
Business communication	Health insurance	S corporations
Business expansion	Home based businesses	Self-employed persons
Business failures	Human resource management	Small business assistance
Business networks (Social groups)	Incorporation	Small business computer systems
Business planning	Independent contractors	Social security taxes
Business sale	Internet marketing	Sole proprietorships
Business success	Market research	Startups
Business to business market	Market strategy	Target marketing
Cash flow	Marketing	Tax planning
Customer service	Minority business enterprises	Venture capital
Debt financing	Occupational safety and health	Wages and salaries
E-commerce	Outsourcing	Women-owned businesses
Employee benefits	Partnerships	



(8) Masada Sarid Ari

Small Business Resource

500 hats of bartholomev

Nicolette Wari...

go.galegroup.com/ps/searchTopic?topicId=GALE%7CPAKGWL306645487&searchResultsType=MultiTab&searchType=ts&lname=Business+Plans&userGr...

AppsHorseMy Thanksgiving PieFind a JobWhy I can not see myNew Health Literacy8 Reasons the 8 HourTRAILS: Tool for RealAcademyHealth | AceWild Prairie Lace Sha

me

My Library: Portage District Library Gale Databases


LogoutMy Library LinksEnglishSign in with GoogleSign in with Microsoft

GALE

Small Business Resource Center

Search...Basic SearchAdvancedBookmarkMore

GlossaryBusiness TopicsBusiness TypesHow ToForms



## Business Plans

Business plans describe the strategies and goals of a company. For those just starting an enterprise, business plans define the business and service being provided, outline sales and marketing objectives, and estimate profits and losses the company expects to encounter. For established ventures, business plans summarize the annual operating costs and assess any market changes that may affect the company. Business plans help companies outline their future endeavors and provide a detailed description of their operations for those seeking additional information about the venture, particularly investors or financiers. Management experts encourage all types of companies to prepare annual business plans. Corporations and other large enterprises are more prone to devising continual business plans to offer to shareholders and potential investors....

Read More

BUSINESS PLANS | 808

Pharmaceutical Company: Pain Away Ltd.

*Business Plans Handbook.*

Ed. Joseph Palmisano. Vol. 38. Farmington Hills, MI: Gale, 2017. Word Count: 9481. This plan originally appeared in Business Plans Handbook, Volume 3, but has been updated and revised for Small Business Resource Center. The company described in this plan has moved beyond the initial start-up phase and...

Daycare: ZIGGLE ZAG ZIP DAYCARE/CHILDCARE

*Gerald Reke.*

*Business Plans Handbook.*

Ed. Lynn M. Pearce. Vol. 12. Detroit: Gale. Word Count: 1718. Our vision and...

RECOMMENDED RESOURCES | 267

Business Plan

*Encyclopedia of Management.*

Ed. Sonya D. Hill. 7th ed. Detroit: Gale, 2012. Word Count: 2884. A business plan is a written document used to describe a proposed venture or idea. It typically includes the current state of a business, future vision for the business, target market analysis and challenges, sales and...

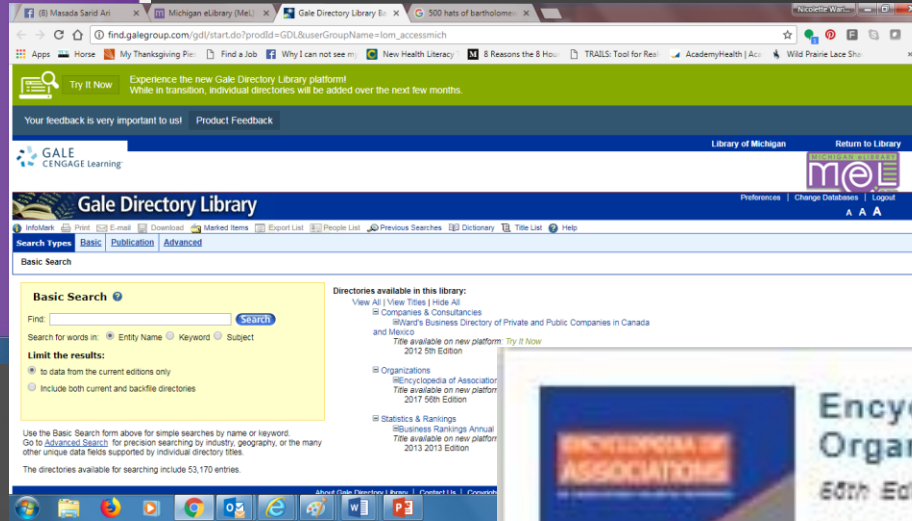
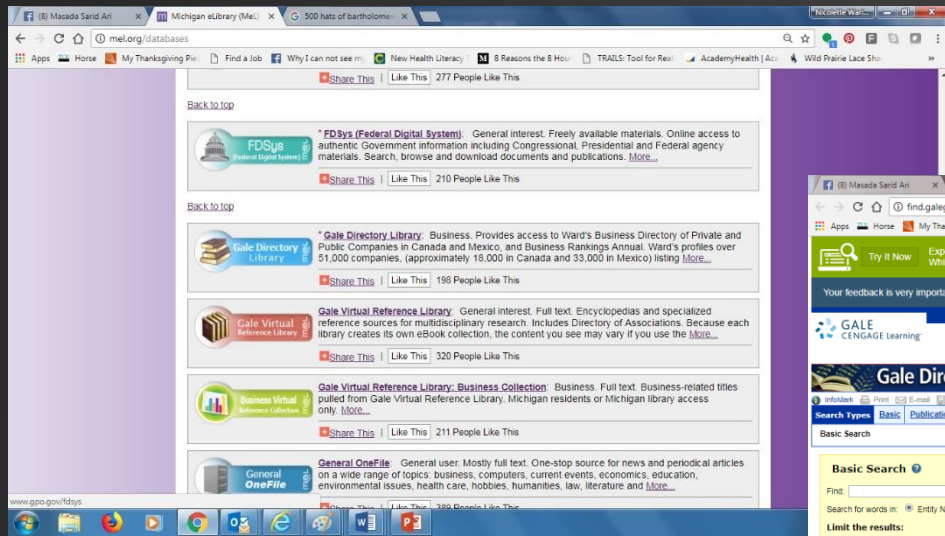
Financial Forecasts and Projections

*Bernard H. Newman.*

*Encyclopedia of Business and Finance.*

Vol. 1. 3rd ed. Farmington Hills, MI: Macmillan Reference USA, 2014. Word Count: 1645. Business entries need to plan for the future, must consider...

Scroll Off



# Gale Directory Library: Encyclopedia of Associations



# Business Insights: Global

The screenshot shows a web browser window with multiple tabs open, including "Michigan eLibrary (MeL)", "Business Insights: Global", "DemographicsNow", and "walked between twin to". The address bar shows the URL "bi.galegroup.com/global/?u=lom\_accessmich". The page features a navigation bar with links like "Home", "Companies", "Industries", "Comparison Charts", "Case Studies", "Glossary", "Saved Items (0)", and "Search History". A search bar is prominently displayed with the text "Enter name or ticker symbol" and a dropdown menu showing options: "Company", "Article", "Country", "Industry", and "Keyword". The "Company" option is selected. Below the search bar, there is a section titled "Global Company and Industry Intelligence" with a description of the database's content, including company profiles, market share reports, and financial reports. A small 3D bar chart graphic is also visible. To the right, there is a section for "Find Case Studies" with a description of the Gale CaseBase collection. The bottom of the screen shows a Windows taskbar with various application icons and a system clock indicating 2:58 PM on 11/29/2017.

bi.galegroup.com/global/?u=lom\_accessmich

Return to Library | View Gale Resources | Help  
Select Interface Language: English (English)

More Resources

**GALE BUSINESS INSIGHTS: GLOBAL**  
Research. Analyze. Interpret. Understand.

Home Companies Industries Comparison Charts Case Studies Glossary Saved Items (0) Search History

Enter name or ticker symbol  
☒ Full Text Only

Company  
Article  
Company  
Country  
Industry  
Keyword

Search  
Advanced Search

**Global Company and Industry Intelligence**

Detailed company and industry profiles including SWOT reports, market share reports, and financial reports.

Thousands of company histories and industry essays from Gale's core business collection.

Case studies, scholarly journals, and business news for deep research coverage of global economies.

**See What's Inside >**

Featuring the tools you need to interpret a global business landscape.

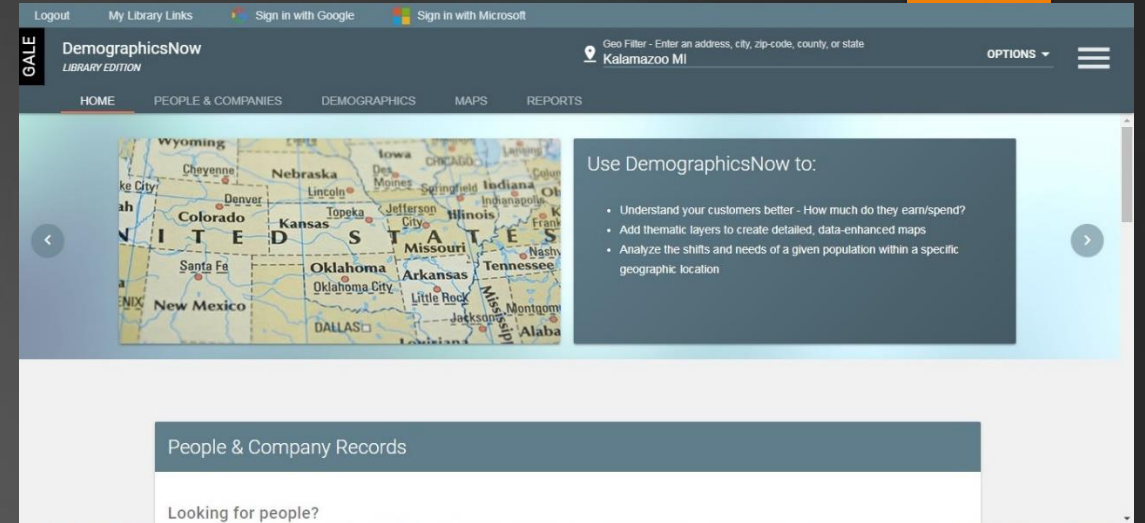
Thomson Reuters company financial reports provide interactive balance sheets and cash flow statements, as well as market conditions for publicly traded U.S. companies.

**THOMSON REUTERS**

**Find Case Studies >**

Use case studies from the Gale CaseBase collection and other sources to examine contemporary, real-life business situations to develop your decision-making and problem-solving expertise.

# Demographics Now



# Demographics Now

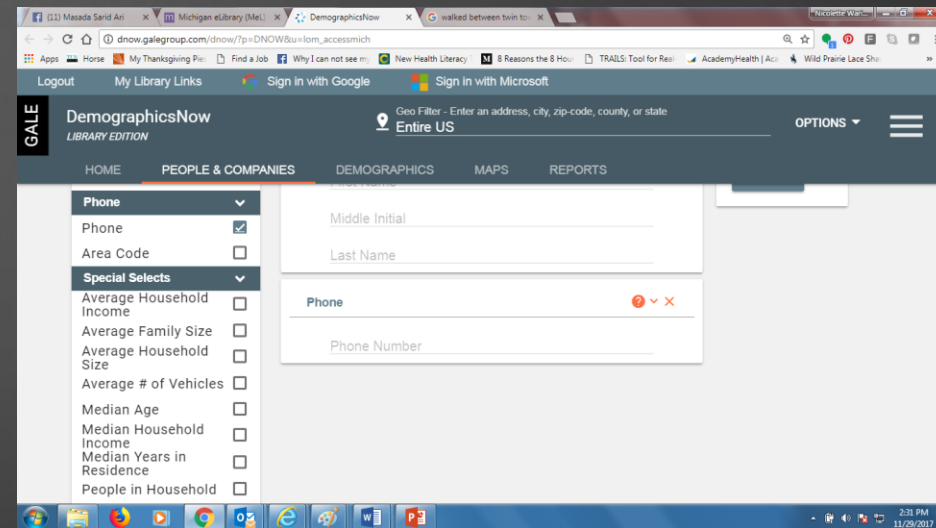
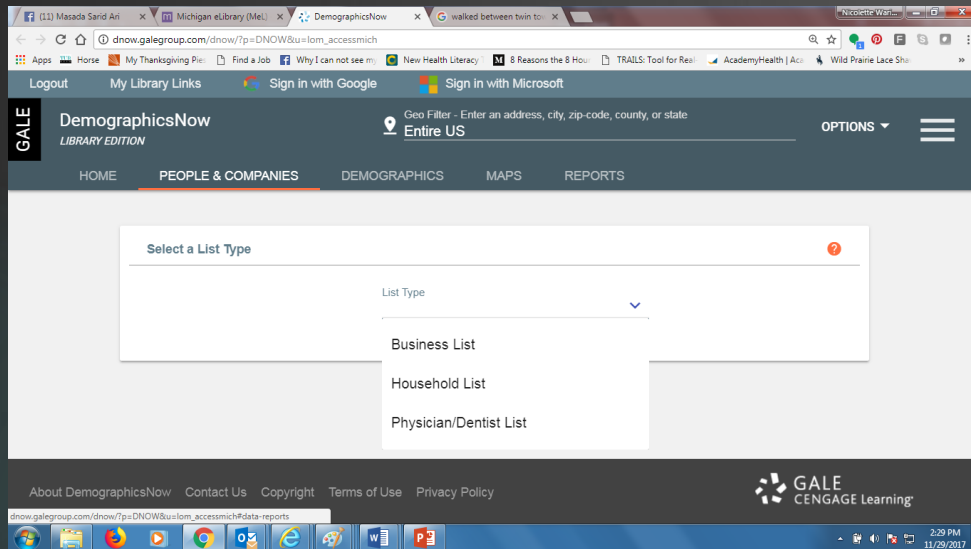


*We are getting continual additions to training materials for this new interface so I am going to focus on three areas.*

- ▶ Creating Lists, Businesses and Companies
- ▶ Selecting and Creating Geographies
- ▶ Using Geographies to Create Reports



# Lists can be created that use any combination of variables

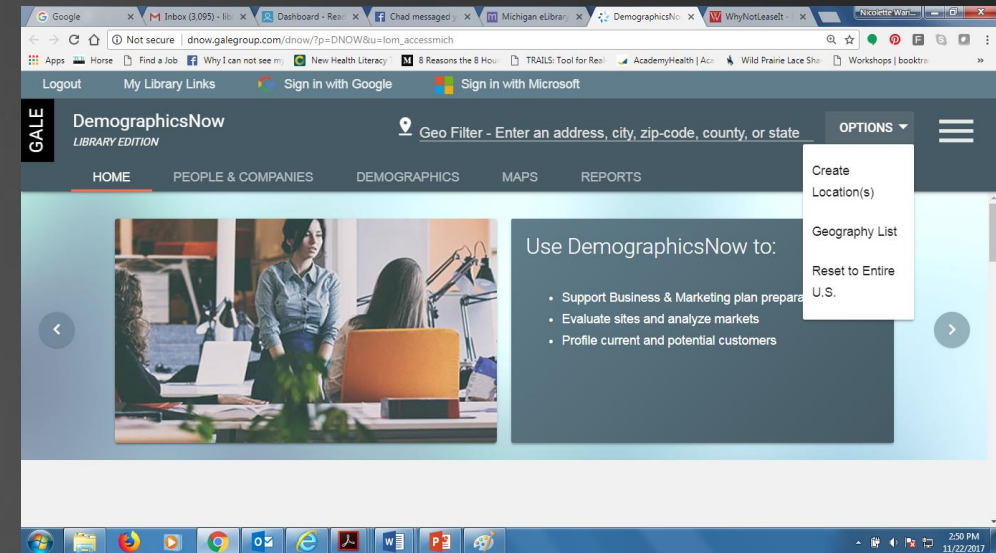




# Geographies

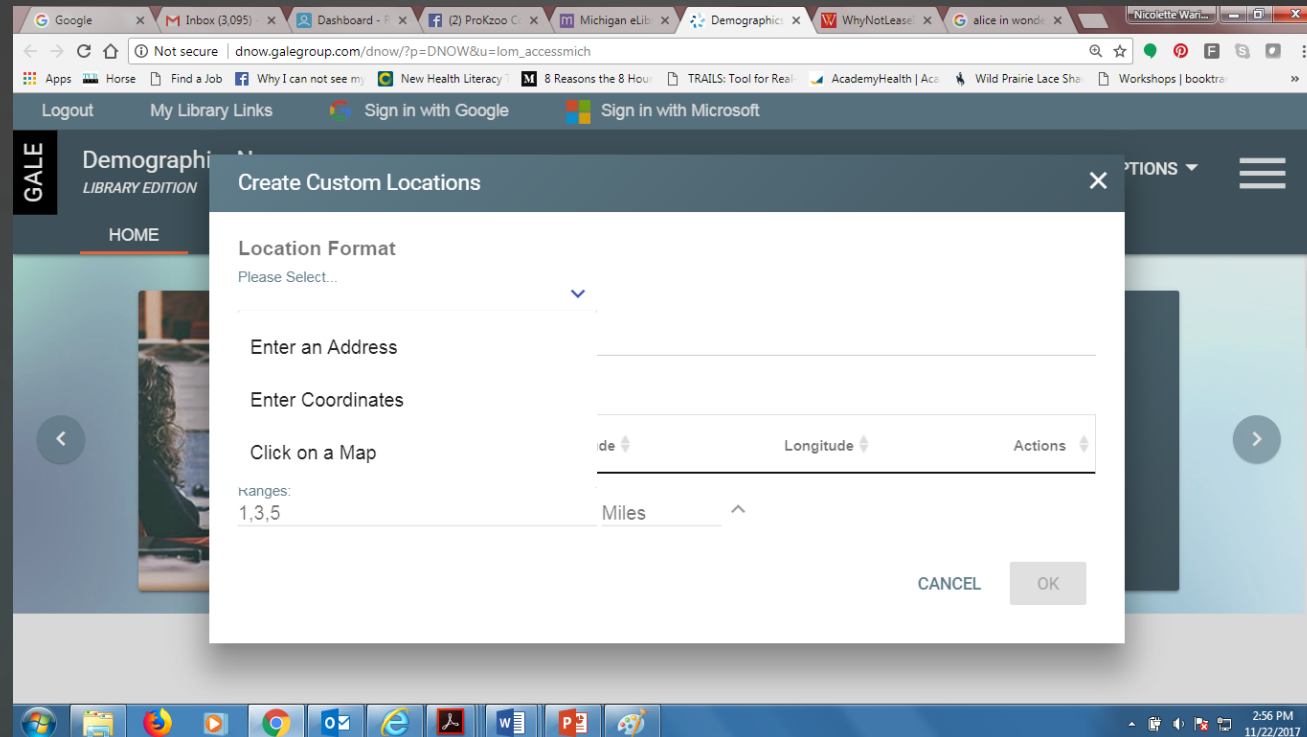
Geographies can be added by typing them in the box or selecting. If you type, however, you can only use one geography, which will not work for comparison projects. If you select from prepopulated geographies you will have more success.

Or you can create your own. Once you do you can use it as a starting point precisely in the same way as one of the prepopulated ones





# Creating a geography




# NOTES ON GEOGRAPHIES:

You need to choose them rather than type them in to add multiple geographies for a comparison

You can download them if you have made a special one. If you want to use them again you need to download them to your machine or drive.

Then, later you will be able to upload them and use them to perform a search



# HELP gives you the reports are and where to find them.

“Help” is hidden—click on the three bars in the top right to reveal it

Clicking “Help” reveals a glossary/key of reports and geographic

At the bottom:

Experiencing issues? Contact us at [gale.technicalsupport@cengage.com](mailto:gale.technicalsupport@cengage.com)  
Please include the name of this product (DemographicsNow); your library or institution name; operating system, browser, and version (if known); and steps to replicate your issue.



# Thank you!

## Questions?

On demand copies of previous webinars can be found at <https://www.mcls.org/mel/mel-training-events/>  
This webinar will be up there soon. Questions concerning access to the databases can be directed to [meldatabaseshelp@mcls.org](mailto:meldatabaseshelp@mcls.org)

Additional questions/comments about MeL can be directed to [BiggsD@michigan.gov](mailto:BiggsD@michigan.gov) or [CSchneider.mel@gmail.com](mailto:CSchneider.mel@gmail.com)  
This project is supported by the Library of Michigan with federal funds from the Institute of Museum and Library Services.

<https://goo.gl/forms/CSEmOot7waon9eUa2>

