

Gale Business Suite

MAKE A BIG IMPACT ON SMALL BUSINESSES

STREAMLINED ACCESS TO BUSINESS-PLANNING RESOURCES

The United States is home to 31.7 million small businesses employing 60.6 million workers, representing 47.1 percent of jobholders.¹ Support your business community with information and planning tools that can help contribute to their success.



GALE BUSINESS: DEMOGRAPHICSNOW

Gale Business: DemographicsNow connects users with timely, actionable market research as well as demographic, psychographic, and consumer insights in targeted geographic locations.

People From individuals to large lists, data can be compiled from over 150 million U.S. households—organized by name, address, telephone number, or a variety of U.S. census neighborhood data averages.

Companies Includes individual business profiles from more than 30 million businesses, refined by company name, executive title, business type, number of employees, and more.

Demographics Information includes income; housing; race; age; education; retail spending; consumer expenditures; and businesses by state, county, zip code, congressional district, and more.

Maps Powerful, user-friendly Google mapping technology enables users to customize maps in a variety of views, add thematic layers to the map based on demographic variables, see traffic counts, and much more.

GALE BUSINESS: PLAN BUILDER

Offer users a step-by-step online planning tool for starting, managing, and optimizing a business or nonprofit. The program's dashboard walks users through five sequential steps to develop a strategic plan focused on long-term success. Throughout the process, *Gale Business: Plan Builder* supports self-guided learning through integration with *Gale Business: DemographicsNow*, *Gale Business: Entrepreneurship*, and *Gale LegalForms* at the user's point of need. Additionally, patrons can invite a mentor—from SCORE or elsewhere in the community—to review and comment on their planning progress.

Five steps to success:

Entrepreneur Profile Helps users explore what they can bring to the table as an entrepreneur and assess where they stand in preparing to start a business.

Business Ideation Employs tools such as Lean Canvas, SWOT, Porter's Five Forces, and more to help users test business-critical assumptions about their product or service.

Break-even Analysis Delivers insight to determine when a user's business will be able to cover expenses and begin to realize a profit.

Business Plans Creates plans that can be presented to potential investors and lenders, including an executive summary, lean business plan, full business plan, pitch deck, and strategic marketing plan.

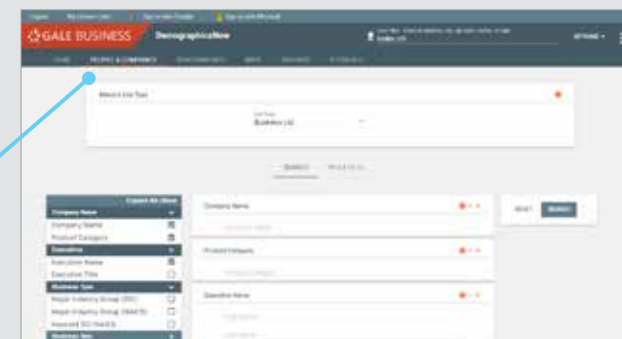
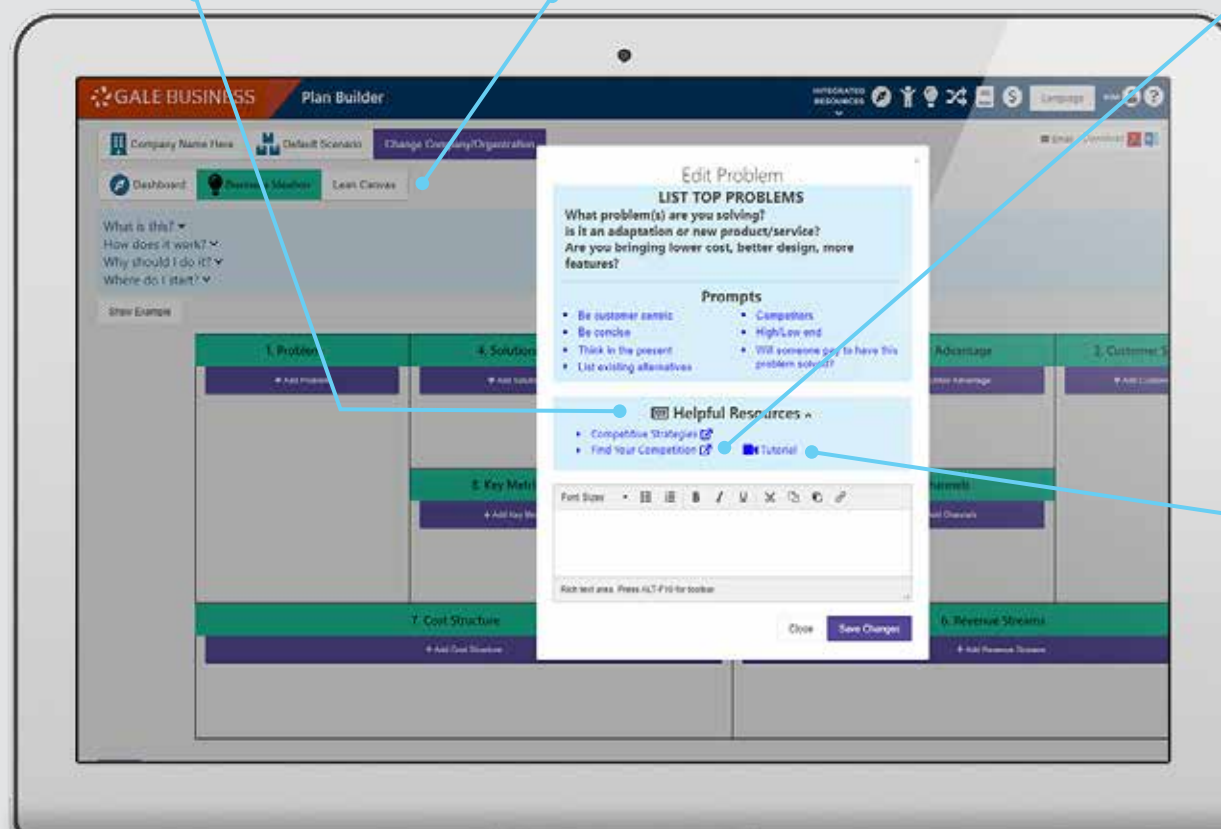
Financial Projections Provides a robust analysis of a company's financial future, encompassing capital expenditures, sales, equity, taxes, inventory, and more.

INTEGRATION IN ACTION

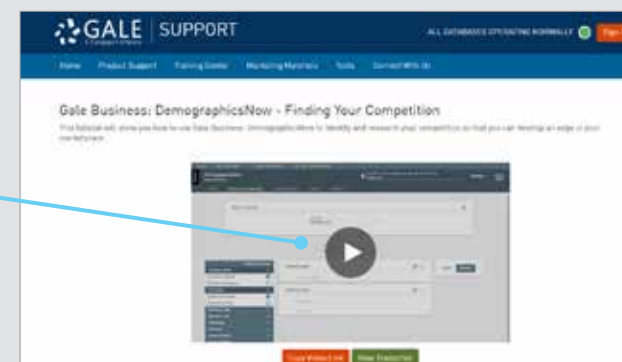
Gale Business: Plan Builder provides integrated access to *Gale Business: DemographicsNow*, *Gale Business: Entrepreneurship*, and *Gale LegalForms* when libraries subscribe to any of these products.

As users move through the five areas of *Gale Business: Plan Builder*, they'll encounter up to 400 highly curated links to helpful resources that will inform and assist them in completing business-planning activities.

In the **Business Ideation** step found on the dashboard, users can complete the **Lean Canvas**, an internationally recognized tool designed to help describe a business in a one-page summary.



When users work on the Problem portion of the Lean Canvas, they can link to *Gale Business: DemographicsNow* for additional help when exploring the competition.



Users can also link to a video tutorial on the Gale support page to learn more about using *Gale Business: DemographicsNow* for that specific task.

GALE BUSINESS: ENTREPRENEURSHIP

Covers all major areas of starting and operating a business, including financing, management, marketing, human resources, franchising, accounting, taxes, and more.

Easy to Browse Interface mapped to four key stages—plan, fund, start, and manage—to fit research needs at any point in a business's development.

Business Plans Includes access to nearly 1,000 business plans from the Business Plans Handbook series, with new business plans added monthly.

Expert Resources Features a tightly indexed collection of business eBooks; over 400 journals, newspapers, and magazines; and directories listing thousands of associations and consultants. It also features content from a variety of media, including websites, videos, podcasts, radio programs, and more.

Integration with Gale LegalForms For libraries subscribing to both resources, users can directly access *Gale LegalForms*.

GALE LEGALFORMS

Help your library customers understand common legal procedures through access to thousands of authentic, professional legal documents, many of which are ideal for supporting legal tasks relevant to business owners. Featuring a growing set of web-based, autogenerated forms for the most popular legal documents, *Gale LegalForms* is useful for filing patents and trademarks, developing leases, creating bills of sale, delegating power of attorney, and more. Many documents are universal across all 50 states. This resource also includes state-specific forms.

1. U.S. Small Business Administration Office of Advocacy, 2020 Small Business Profile.

BE AN INCUBATOR TO YOUR SMALL BUSINESS COMMUNITY

When small business owners are looking for resources, they often turn to their public library. Point entrepreneurs in the right direction with best-in-class resources from Gale.



ONLINE COURSES THAT SUPPORT BUSINESS SUCCESS

GALE COURSES

Nearly one-third of the over 360 *Gale Courses* available cover business-related topics, with communication, entrepreneurship, human resources, management, manufacturing, and marketing offerings. The six-week-long courses are taught by college instructors who are experts in their fields. Weekly discussion boards offer engagement with fellow students and the instructor. New courses begin each month. **2019 Winner for EdTech Cool Tool Best Online Courses/MOOCs Solution.**

GALE PRESENTS: UDEMY

Offer small business owners and their employees the opportunity to elevate their skill set in the areas of business, technology, design, and more with *Gale Presents: Udemey*. With over 10,000 on-demand video courses covering the most in-demand skills and trending competencies, this unique resource helps entrepreneurs remain competitive in the ever-changing business landscape. In fact, 80 percent of Fortune 100 companies trust Udemey for employee upskilling. This resource also includes nearly 5,000 courses taught by native speakers in French, German, Japanese, Portuguese, and Spanish, plus an additional six languages.

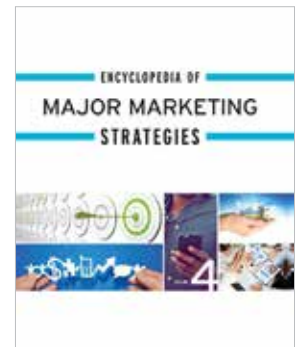
GALE eBOOKS ON BUSINESS

Offer unlimited, simultaneous access to eBooks that can help put new entrepreneurs and small business owners on a path to success.



Encyclopedia of Management, 8th Ed.

Gale • 2019
2 Vols. • ISBN: 9781410389350



Encyclopedia of Major Marketing Strategies, Volume 4

Gale • 2019
ISBN: 9781410389336

GALE DIRECTORY LIBRARY

Essential for business research and marketing, this customizable collection of 22 digital directories allows users to easily search, sort, export, and analyze content across the platform. Popular titles include *Ward's Business Directory*, *Brands and Their Companies*, and *Encyclopedia of Associations*.

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