

SMALL BUSINESS

Find the Best Location

USE INTERACTIVE MAPS AND COUNTY PROFILES

1

[Census Business Builder](#)'s interactive map integrates Census demographic and business data; it helps make location decision with consumer spending, household income, demographics and so on, [Maine County Profile](#) serves the similar purpose.

2

Find Competitors

USE DIRECTORY DATABASE

[A-Zdatabase](#) allows searching companies by location and industry. Click [Advanced search](#) under Find a Business on the landing page. The search results provide a map view, which helps identify complementary and competing business in the vicinity.

3

Promote to Consumers

USE MARKET RESEARCH HANDBOOK

[RKMA Market Research Handbook - Consumer Marketing](#) provides an extensive list of marketing channels and statistics on their usages. It helps you choose and justify the advertising or digital marketing tools you will use,

4

Financial Benchmarking

USE INDUSTRY RATIOS

[Bizminer](#) provides industry-level financial benchmarking data for small businesses. It helps you make your own assumptions for items on the balance sheet and income statement.

5

MAINE BUSINESS SCIENCE AND TECHNOLOGY LIBRARY PORTAL (MBSTL)

Find resources for small business by topic. It helps build background knowledge on how to operate, promote small business, find employees, conduct financial analysis and more.

MORE TOOLS

- **GRAPHIC DESIGN**

canva.com

- **FREE IMAGES/VIDEO CLIP**

pexels.com
videos.pexels.com

- **ADOBE CREATIVE CLOUD**

Available at Collaborative Media Lab - Fogler Library

- **SEARCHING IS A STRATEGIC EXPLORATION**