

Using BusinessDecision



BusinessDecision is a demographic database, enabling local businesses to access consumer, demographic and other information; immediately create a range of reports that can be saved and immediately downloaded.

Strengths

- Useful support tool for small businesses deciding on location choices.
- Provides free (through the Library website) access to local markets for your competitive analysis, business plan, marketing plan and sales plan.
- Interface is easy to use.
- Runs reports easily and quickly; previous projects are always available, and once accessed, are updated to the current year.
- Good explanations of each report structure, i.e. understanding Household Demographics reports.
- Demographics up-to-date; derived from U. S. Census; projected to 2019
- Set up your own account.

Weaknesses

- Takes some time to understand how the data is presented.

Printing/downloading

- Printing is allowed, no limits; reports are downloaded in PDF.
- Email available

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1. Go to the Library's website: <http://www.poudrelibraries.org/>
2. Link to **Research** (top tab)
3. Once you're in the **Research** page, choose the **Business and Finance** link
4. Home or office users: at this point you'll be asked for your last name and borrower's card number.
5. Once you're in **Business Decision**, check to agree to the license agreement and link to **Login**.
6. On the front page, link to **New Project**.
7. On the **New Project** page, name your project
 - a. If, for example, you're using Business Decision for the demographics and retail/consumer spending patterns in a radius around a certain location, in the **Point on the Map** box, check off **Address** or **Intersection**. An address box will appear. For example, type in 201 Peterson St. Fort Collins, CO 80525. Hit **Find Address**. Confirm your results by clicking on the address that appears.
 - b. Did a map appear with radius choices? Use 1,2,3 miles around 201 Peterson St., or change the boxes as desired. Keep **Rings**, for this example. You might need to **Refresh Map**.
 - c. At the bottom of the page, **Save and Choose Reports**.
8. Expand **Retail Goods and Services**. Are you planning on opening a restaurant? This report would be helpful in analyzing how much people who live around downtown Fort Collins (for example) spend on food away from home.
9. On the **Choose Reports** page, read through the report description and check of the ones that interest you.
10. Click on **Run Reports**; click **Report Status**. When your report appears, you can click **Available**.
11. At this point you can download, make into a PDF, save or send the report(s).

Also see: Poudre River Public Library District Business and Nonprofit Resource website:
<http://read.poudrelibraries.org/adult/business/>

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