



BusinessDecision

Database Summary

BusinessDecision is a database and mapping service that enables local businesses to better penetrate their consumer marketplace. With BusinessDecision, business owners can access consumer, demographic and other information; immediately create a range of reports and maps that are emailed directly to you, or immediately downloaded. The mapping capability will reveal trends, patterns, and opportunities which are often hidden in tabular data.

Details

- BusinessDecision is a consumer market database for small businesses, entrepreneurs, and non-profit organizations that helps them find locations, develop demographic information, and track retail and consumer and market trends, up to five years forward.

Strengths

- Extremely a useful support tool for small business start-ups in weighing 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 designed to support new and experienced users.
- Allows for running projects quickly and efficiently.
- Good explanations of each report structure, i.e., understanding Tapestry market segments.
- Demographics up to date, i.e., 2010-2014.
- Previous projects are always available, and once accessed, they are updated to the current year and trend information.
- Good Help and Preferences (explanation) pages.
- Mapping results are easily downloadable.

Weaknesses

- Difficult to navigate on the first try.
- Takes some research and reading to understand the data presented, i.e., Tapestry Segments—why are these important and how do I use the information.

Printing/downloading

- Printing and downloading is free.

**Poudre River Public Library District subscribes to this database: <http://read.poudrelibraries.org/adult/business/>



Using BusinessDecision <http://www.poudrelibraries.org/>

1. Go to the Library's website: <http://www.poudrelibraries.org/> (or, Google Poudre River Library District)
2. Link to **eResources** (top side bar)
3. Once you're in the database page, drop down to **BusinessDecision**.
4. At home or your office, at this point you'll be asked for your last name and borrower's card number.
5. Once you're in **BusinessDecision** home page, check to agree to license agreement, link to **Login**.
6. On the front page, link to **New Project**.
7. On the **New Project** page, name your project.
 - Since you're (for example) using BusinessDecision for the demographics and retail/consumer spending information around a possible business location, in the **Point on the Map** box, check off **Address or intersection**. An address box will appear. Type in (for example), 201 Peterson St. Fort Collins, CO 80524. Hit **Find Address** box. Confirm your search results by clicking on the address that appears.
 - Did a map appear with radius choices? Use 1, 2, 3 miles around the Library, or change the box as needed. Keep **Rings**, for this example. You need to **Refresh Map**. Scroll up to see the radius map on the same page.
 - Scroll back down to **Save and Choose Reports**. Click this box.
8. On the **Choose Reports** page, read through the report definitions under **Reports**. What is a **Tapestry Profile**? What is it used for?
9. Expand the **Retail Goods and Services Expenditures**. Are you planning on opening a restaurant? This report would be helpful in analyzing how much people who live around downtown Fort Collins spend on food away from home.
10. Now, **Choose a Report** by dropping down to **Market Profile**. Click on **Run a Report**. At the top, click on **Report Status**. When your report page appears, you can click **available**.
 - What is the median home value for 2 miles around the Library?
 - What is percentage of the population is 20-24? Would a hamburger joint or a gourmet restaurant appeal to this group?
 - What percentage of the population has a graduate degree (within 3 miles of the Library)?
11. Go back to the previous page. Choose the **Graphic Report**. This report is useful for loans and business plans.
12. Go back to Reports, choose **Retail Goods and Services Expenditures** report.
 - On average, how much does this population spend on **Food Away from Home**?
 - How much do they spend (on an average) on their pets?
13. At this point, you can download, make into a PDF, save or send the reports.

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