

Market Research & Business Planning

Market research and business planning are fundamental to the success of your business. For the majority of start-ups, lack of funding is not the cause of failure; it is due to not spending enough time researching the marketplace and planning their business.

Research your market to ensure that you are being realistic and that there is a demand for your product or service. Can you find evidence of a gap in the market? Who are your competitors and how are they faring in this tough marketplace?

Glasgow Libraries subscribe to high-quality market research and business intelligence databases that enable you to research all major industries, both in the UK and abroad. Our resources are recommended for Business start-ups or growing businesses as well as business and marketing students. Access to all our resources is FREE.

ABI/Inform Complete

Good for?

Market research and business planning, researching your competitors

The
Mitchell
✓

All
libraries
✓

Remote
access
✓

ABI/Inform Complete is the market leader in business research databases. It features journals, dissertations, newspapers and country and industry focused reports.

ABI/Inform comprises:

- Trade & Industry
- Global
- Dateline
- Archive
- Wall Street Journal

The ABI/Inform business database package offers nearly 3,900 full-text titles covering business and economic conditions, corporate strategies, management techniques, as well as competitive and product information.

ABI/Inform provides international coverage of companies and business trends around the world

ABI/Inform Complete is available in all Glasgow Libraries and from work or home by entering your library card number.

COBRA (Complete Business Reference Adviser)

Good for?

Business start-up help; business opportunity profiles; business regulations, marketing, HR and finance; local area profiles

The Mitchell
✓

All libraries
✓

Remote access
✓

COBRA (Complete Business Reference Adviser) is a comprehensive, versatile and continually updated research resource for small businesses and start ups. It contains clearly written and easy to access factsheets including those on market research such as [Researching a Market for Business Start Ups](#) and [A Guide to Profiling Your Target Market](#). COBRA is available in all Glasgow Libraries and from work or home by entering your library card number.

MarketLine

Good for?

Market research and business planning, researching your competitors, UK & international markets

The Mitchell
✓

All libraries
✓

Remote access
✗

Make better business decisions with MarketLine reports. Through **Mint** you have access to MarketLine. A great source for international market research, each report investigates market segmentation, leading companies in the sector, the competitive landscape, market forecasts and macroeconomic indicators (population, inflation, GDP, exchange rate).

MarketLine is available in all Glasgow Libraries.

Go to www.glasgowlife.org.uk/businessinfo for more information.

Mint UK

Good for?

Benchmarking reports, creating mailing lists, market research and business planning, researching your competitors

The Mitchell
✓

All libraries
✓

Remote access
✗

Mint UK contains information on over 5 million UK companies including unincorporated businesses.

You can use it to search for individual companies, search for companies with specific profiles and for analysis.

Mailing lists: *Direct mail can generate enquiries, build long-term customer relationships and lead to new clients. Use Mint to create a targeted list of relevant companies.*

If you're setting up or developing your own business you can use Mint to find out how your competitors are doing or to investigate your potential employers before a job interview.

Benchmarking reports: *Benchmark your company, or a client's company, against similar companies in your region. This service can inform your own business strategy, or help you identify value-added services to offer to your clients.*

Mint UK help you find out more about businesses. They contain a wide range of high quality information covering companies, news, directors and industry research. Access to Mint UK is available in all Glasgow Libraries (Read Only) while Mint UK (Download/Export) is available in the Mitchell via password.

Visit Business at the Mitchell or go to www.glasgowlife.org.uk/businessinfo for more information.

[Business @ The Mitchell](#) is easy to use:

- Visit the department on Level 1 of The Mitchell
- Go to our webpages at www.glasgowlife.org.uk/businessinfo
- Phone **0141 287 2904**
- Join one of our [workshops](#) – check dates on our webpages
- Email business@glasgowlife.org.uk or fill in the online enquiry form on our [webpages](#)



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