SMALL BUSINESS IN LOUISIANA:
FINDING FACTS, FIGURES,
AND RESOURCES

Sponsored by the Subject Specialists Section
of the Louisiana Library Association

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LOCAL/STATE/FEDERAL RESOURCES

BETTER BUSINESS BUREAU

* CURRENT AWARENESS
* COMPANY AND PRODUCT DATA

BUSINESS INCUBATORS

* ADMINISTRATIVE DETAILS PROVIDED
* OFFICE FOR START-UPS

CHAMBER OF COMMERCE

* NETWORKING
* RESOURCE GUIDES

LOUISIANA PRODUCTIVITY CENTER

* LOCATED AT THE UNIVERSITY OF SOUTHWESTERN LOUISIANA
* INTERACTION WITH BUSINESS AND INDUSTRY
* ONLINE BUSINESS INFORMATION CENTER

SERVICE CORPS OF RETIRED EXECUTIVES

* SPONSORED BY THE U.S. SBA
* SHARING OF EXPERTISE

SMALL BUSINESS DEVELOPMENT CENTERS

* ONE-ON-ONE COUNSELING (BUSINESS PLANS, MARKET RESEARCH)
* SEMINARS, WORKSHOPS
* HEADQUARTERED AT NORTHWEST LOUISIANA STATE IN MONROE

TRADE ASSOCIATIONS

* NETWORKING
* PUBLICATIONS
* SEE LOCAL PHONE BOOK OR THE ENCYCLOPEDIA OF ASSOCIATIONS
Provides access to the names of 5,818 executives and 3,346 manufacturing firms. Access information through five indexes: geographically by city then alphabetically by company name (along with the address, telephone number, and whether the company is identified as a distributor, representative, industrial service provider, or a manufacturer. Also contains a product/service index and a subject index.


This directory is divided into four sections. Section one lists manufacturers "selling their products through agents and other businesses working within the manufacturing/agency profession." Each entry lists the address, corporate executive for marketing, and a description of the products/services. Section two alphabetically lists the names of agencies belonging to the MANA. Each entry includes the agency's marketing territory, branch office locations, year established, and the number of sales people. The next section is an alphabetical listing of over 90 product classification headings, following each heading is an alphabetical listing of agencies selling to these product markets. The last section alphabetically lists the agencies by state.

Directory of Louisiana Manufacturers. 1993 ed. Twinsburg, Ohio: Published annually by Harris Publishing (2057 Aurora Road, Twinsburg, Ohio 44087); Telephone 1-800-888-5900; fax 1-216-425-7150) in cooperation with the State of Louisiana Department of Economic Development (P.O. Box 94185, Baton Rouge, LA. Telephone 1-504-342-5385), 1993.

Provides access to the names of 5,818 executives and 3,346 manufacturing firms. Access information through five indexes: geographically by city then alphabetically by company name (along with the address, telephone number, contact names, number of employees, year established, sales estimates, if the company is privately or publicly owned, and business description), by SIC code, alphabetically by company name, and by industrial product name. Includes a parish-city cross reference index, an SIC index, and an industrial product index.


This directory lists the names of companies alphabetically, by state purchase commodity three-digit code, by State Planning District, by four-digit Standard Industrial Classification (SIC) code, and by type of business (e.g. manufacturer, wholesaler, retailer). Locate the company's address, phone number, number of employees, year established, and line of business.

This source provides access to more than 5,000 companies in the services, supply, and manufacturing fields. Arrangement is by the four-digit SIC code, and then alphabetically by company name. Each entry includes the address, contact person, telephone and fax numbers, and a brief description of the products or services. Includes an alphabetical index and an SIC index.

National Directory of Minority-Owned Business Firms. 6th ed. ISSN 0886-389X.
National Directory of Women-Owned Business Firms. 6th ed. ISSN 0886-389X.

Each directory is arranged numerically by the four-digit SIC code and then alphabetically by state, city, and business name. Each entry includes the company's name, address, phone number, contact name, telephone number, a brief business description, territory covered, number of employees, sales, and the year started. Each book includes a company name index.


Coverage of product and service suppliers servicing the cities of Baton Rouge, Lafayette, Lake Charles, New Orleans, and Opelousas. The main section arranges alphabetically the information by product and service subject headings, then by state and city, and then alphabetically within each city. Each entry indicates the name, address, zip code, telephone number, primary business, and brands carried by each company. Also includes dates and locations for upcoming regional and national trade shows and conferences.


A three-volume set of food companies not covered in the Thomas Register of American Manufacturers. Volume one covers sales and distribution outlets (e.g. convenience stores), wholesalers and distributors by specialty, brokers/manufacturers' agents by specialty, plus importers and exporters. Volume two covers products, equipment and services (e.g. private label manufacturers and food service vendors). Volume three provides company profiles, trademarks, brandnames, private labels, and trade associations. Entries in each volume include the company's address and phone number.

Segmentation Analysis


Locate demographic, geographic, and lifestyle information for various U.S. markets, including Baton Rouge and New Orleans. Contains "media preference information" which measures media exposure and product consumption patterns. Also includes a section listing the names of consumer magazines and direct mail lists targeted to each lifestyle profile.
Population and housing data includes unit counts, statistics on age, sex, race, Hispanic origin, household relationships, and units in structure. Social, economic, and housing data includes social characteristics and income and poverty. Data broken down by state, parish, census tract, blocks, and block groups. Both titles also available on CD-ROM—Summary Tape File 1A and Summary Tape File 3A, respectively. Population and housing data now available through the Internet (telnet or gopher bigcat.missouri.edu).

In each source, locate statistical data based on population change (e.g., projections thru 1998), population composition (e.g., race and age distribution), income market potential (e.g., household income distribution and market potential indices for areas such as children's toys and apparel and dining out), plus a 1990 census summary (e.g., housing units, education, and labor force status). The County book also contains county maps.

This source is a collection of nationwide marketing statistics which focuses on three variables: population, effective buying income (i.e., disposable income), and retail sales for various industries. Locate data at the state level, county/parish level, Consolidated Metropolitan Statistical Area level, and metro area and for demographic variables such as sex and age. Includes state and county outline maps.

This booklet provides an overview of the basic legal entities (e.g., corporations and partnerships), "blue-sky" laws, different types of Louisiana taxes, tax incentive programs, non-tax business incentives (e.g., small business programs), and labor laws.

Step-by-step instructions on accessing the records in the Secretary of State's office. Chapters include coverage of domestic corporations, foreign corporations, domestic partnerships, foreign corporations, and trade names, trademarks, and service marks. Includes forms and instructions for filing with the office.
The authors review areas the new businessperson must consider before starting a new venture. This includes determining your marketing, technical, and financial know-how; evaluating financial risks; determining potential sources for financing; devising a business plan; and registering a business. Includes addresses and phone numbers for the Small Business Development Centers, Minority Business Development Centers, Louisiana SCORE Chapters, Louisiana Procurement Providers, and Louisiana Business Incubators.


This two-volume set unlocks the door to a world of information about small business, including company, topical, state and federal agency data. In volume one, locate the names of reference sources about trade associations, educational programs, consultants, trade shows and related to different lines of businesses such as accounting/tax preparation services and drug stores. Volume two covers reference sources about small business topics such as business plans, insurance, manufacturing, marketing, and women-owned businesses. Also provides names of state agencies providing technical assistance and support in areas such as financing, loans programs, and minority business assistance programs. A listing of federal agencies, a glossary of small business terms, and a master index are also in volume two.


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Co-sponsored by the Small Business Administration, this free publication explores topics of interest to every small business person. Topics reviewed include controlling operational costs, bank lending policies, trade opportunities abroad, marketing to minorities, and debt collection. Includes a list of state development centers and the services they offer plus a matrix listing the international trade services offered by the SBA. Contains a resource directory of articles, curriculum materials, books, and videotapes.


An essential tool covering taxes from A to Z. Explains the various business organizations and accounting principles, tax aspects of accounting for the assets used in a business, figuring income for tax purposes, rules that apply when a sale or exchange of business assets or investment property occurs, tax aspects of legal entities, and the credits available for reducing the income tax. Includes sample filled-in tax forms.
INTERNET DEVELOPMENTS

GNO FREENET

System affiliated with the National Public Telecommunications Network and based on the Cleveland Freenet. Coming on line in phases—first phase devoted to materials about K-12 (targeted for July 1994). Eventually will include information about small business. Contact Becky Rutter at University of New Orleans, 1-504-286-7472.

LIBRARY OF CONGRESS MARVEL

LC's Business Research Center is developing a database of disparate source materials related to business with special emphasis on small business, start-ups, and entrepreneurship. Components of the database will include queries and responses such as may be collected by reference departments; texts of information in the public domain provided by public and private agencies; and gateways to other bibliographic databases and information services. Near term, database to be mounted on the Internet via LC MARVEL (gopher marvel.loc.gov).


FREENETS

Freenets provide access to a vast array of resources, grouped around subject headings. Register to gain access to all these resources. Some freenets may require a fee such as the Heartland Freenet ($10 fee for users outside of Illinois).

* Cleveland Freenet--Cleveland, OH
  Telnet freenet-in-a.cwru.edu
  Telnet freenet-in-b.cwru.edu
  Telnet freenet-in-c.cwru.edu

* Heartland Freenet--Peoria, IL
  --includes data on Entrepreneurship
  Telnet heartland.bradley.edu
  Login bbguest

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