

HB 476

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Getting started...

- Business Library home page
<http://www.lib.msu.edu/business>
- Proxy server
<http://www.lib.msu.edu/proxy>
- LDLS 1- 800-500-1554

SWOT Analysis...

- Strengths
- Weaknesses
- Opportunities
- Threats

Samples:

http://www.marketingteacher.com/Lessons/lesson_swot.htm

http://www.mindtools.com/pages/article/newTMC_05.htm

Market Plan...Samples

- <http://edwardlowe.org/index.peer?page=main&storyid=6354>
- http://www.saurageresearch.com/keyfindings_marketplan_articles.htm

Looking at the trends...

- Economics in the city, county and state
- Demographics
- Organizational self-study
- Industry/ competition

Economic environment...

Lexis/Nexis –

<http://web.lexis-nexis.com/universe>

Bureau of Economic Analysis

<http://www.bea.gov/bea/regional/data.htm>

Economic census – Industry/Geographic Series

<http://www.census.gov/econ/census02/>

Economic Fact Sheets –

<http://factfinder.census.gov>

Organizational self-study...

- Girl Scouts of Metro Detroit – <http://www.gsofmd.org> – find camp descriptions/schedules under “Quick Links”
- Camp Search – <http://www.campsearch.com>
- American Camping Association – <http://www.acacamps.org>

Demographics...

State statistics -

<http://www.lib.msu.edu/nicho147/guides/Subjects/midocs/statstem.htm>

<http://www.hometownlocator.com>

<http://www.city-data.com>

Simmons Choices 3
(available only in the Business Library)

American FactFinder...

- <http://factfinder.census.gov/>
- County and city fact sheets
- Population
- Economic Census

Industry/Competition

Michigan camps – <http://www.mysummercamps.com>

Newspaper articles – Lexis/Nexis –
<http://web.lexis-nexis.com/universe>

Articles – ProQuest and others –
http://guides.lib.msu.edu/page.phtml?page_id=373

Mintel Market Reports –
<http://reports.mintel.com/>

Other information...

- Local newspapers –
- Michigan Travel and Tourism –
<http://www.michamber.com/>
- Michigan.org –
<http://www.michigan.org/travel/index.asp?m=o>
- Howell Chamber of Commerce –
<http://howell.org>

More...

- Encyclopedia of Associations – <http://www.galenet.com/servlet/AU?q=msul>
- Local newspapers – <http://www.livingstondaily.com>
- Community Profiles/Locales – www.hometownlocator.com/DisplayCountyFeatures.cfm?FeatureType=locale&SCFIPS=26093

Help...

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- 432-4180
- Reference librarians 8-5 pm, M-F