Business Tools

At Your Local Library – Kathy Key
King County Library System 9.28.17

Public libraries provide:

- Free access to expensive databases
- Free access to books, eBooks, audiobooks, & videos
- Free help with information
- Confidentiality
- Information that is virtually ad free
- Meeting spaces
- Educational, useful & fun programs & events

Eligibility for a public library card

- Usually determined by residence or property ownership

- Often available to neighboring cities or counties through reciprocal agreements (for instance King County has agreements with Seattle, Sno-Isle, Pierce, Tacoma, & Timberland among others)

- Some libraries offer services for a fee if you are not qualified by residence (for instance Spokane does)

Visiting another Library system

- Public Libraries allow nonmembers to visit and use the resources in the building if they are not eligible for a card

- Most public universities & colleges allow the public to use their libraries for research

- The University of Washington Libraries for instance lets visitors use visitor computer stations or get a temporary login for their personal device

Policies at libraries vary

- Most public libraries want to see a current driver's license or other proof of ID & residence to issue a card.

- Some libraries with reciprocal card agreements ask to see the patron's home library's card before validating their card

Online business tools

- When referring the public to libraries, you can check the online database lists on their website

- Since databases are large data files with their own software, the best access is usually a list on the library's website, instead of the catalog

- Finding lists for databases can tricky

- Most large library systems have a list of databases with a business category

Following are a few examples of where to find a library's databases.

After picking the entry point, most libraries have research lists by subject

King County Library System
- Select *Online Library*

Seattle Public Library
- Select *Articles & Research*

Your Account | Print-Friendly

The Seattle Public Library

September 27, 2017

Home | Audiences | Using the Library | Library Collection | Calendar of Events | Locations | About the Library

Welcome Bienvenido SPANISH

SEARCH THE LIBRARY

○ Catalog ○ This Site ○ Articles

[   ] Find

Former Catalog

BROWSE
- Articles & Research
- E-books & Downloads
- Books & More

LIBRARY LOCATOR

Select a Branch ∨

Go

Map of Library Locations

LIBRARY NEWS AND EVENTS RSS

BOOKTOBERFEST

LIBRARIES FOR ALL

AUDIENCES
- All Ages
- Children

Pierce County Library
- Select *E-Sources*

Spokane Public Library
- Select *Digital Branch*

Business research examples at KCLS

KCLS.org
Select *Online Library*

King County Library System | Books & More ∨ | Online Library ∨ | 🗓 Calendar | Kids & Teens ∨ | Search 🔍

EVENT SPOTLIGHT

Art in the National Parks »
Newport Way

| May 26 | 11:00AM | **FULL** |
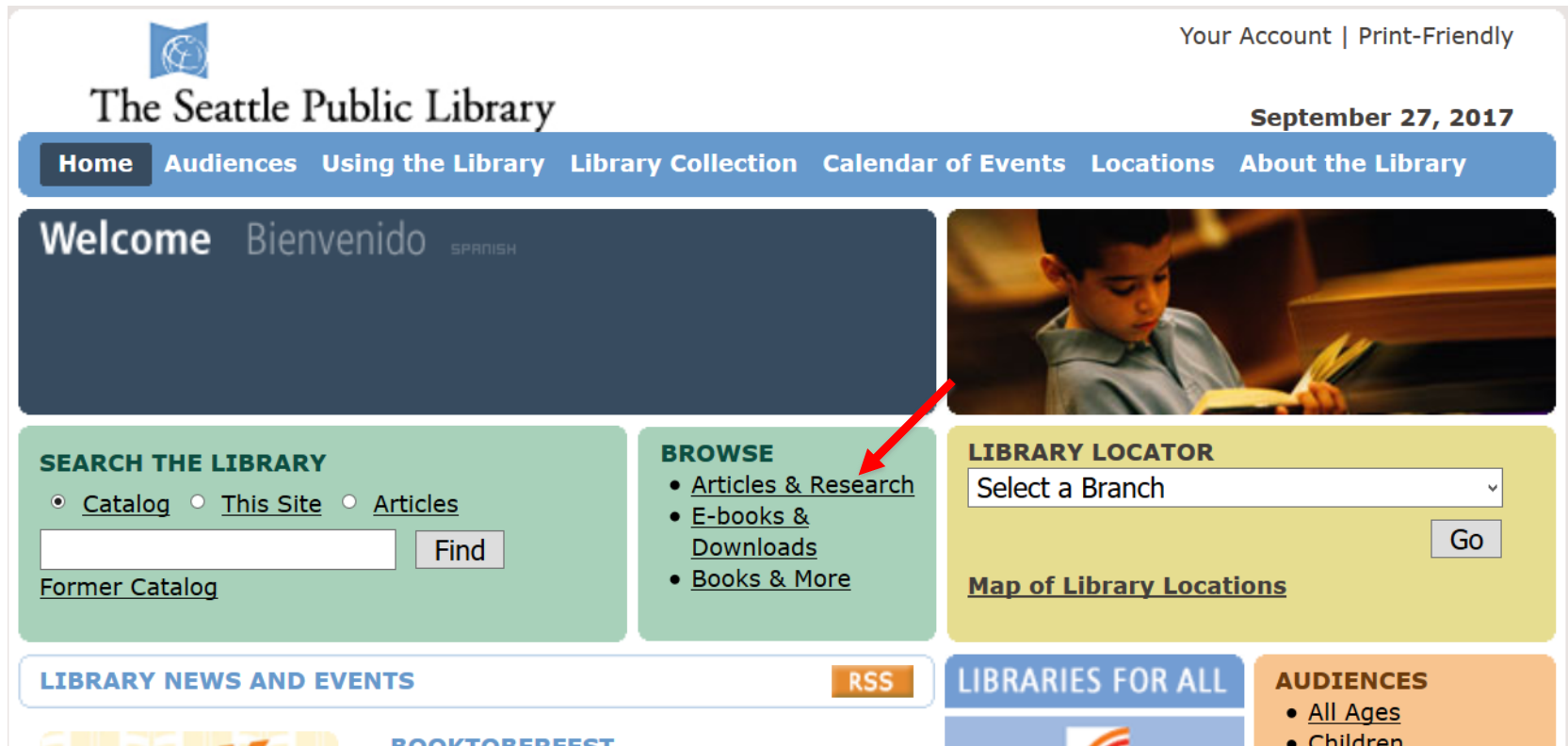
Mindful Tech: How to Bring Balance to Our Digital Lives »
Federal Way

| May 26 | 7:00PM |

Get Creative: Art in the National Parks »
Duvall

| May 28 | 1:00PM |

View All Events »
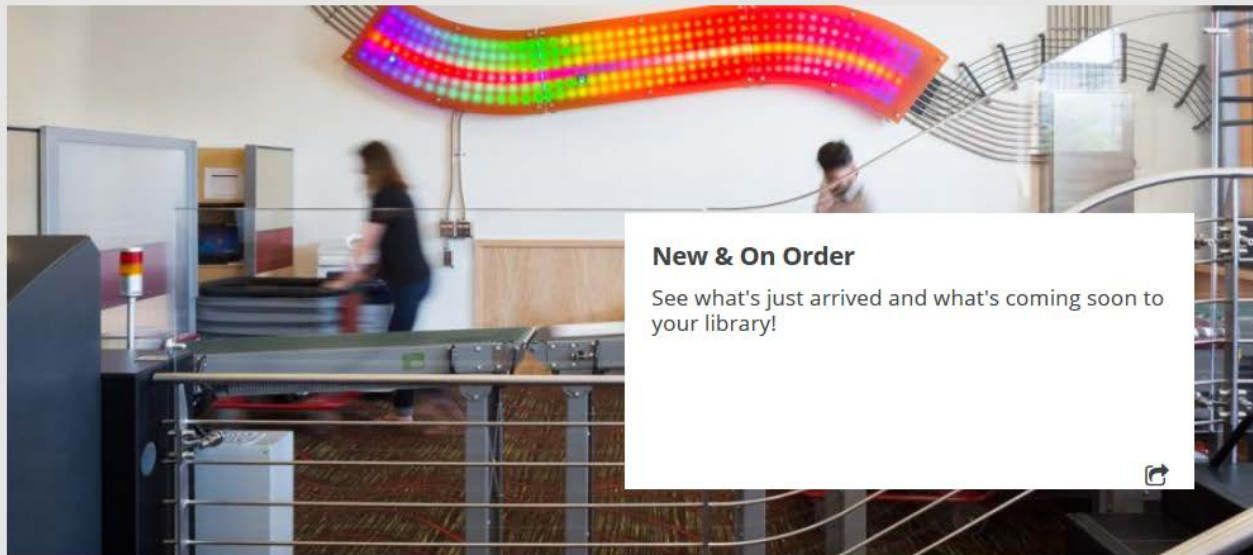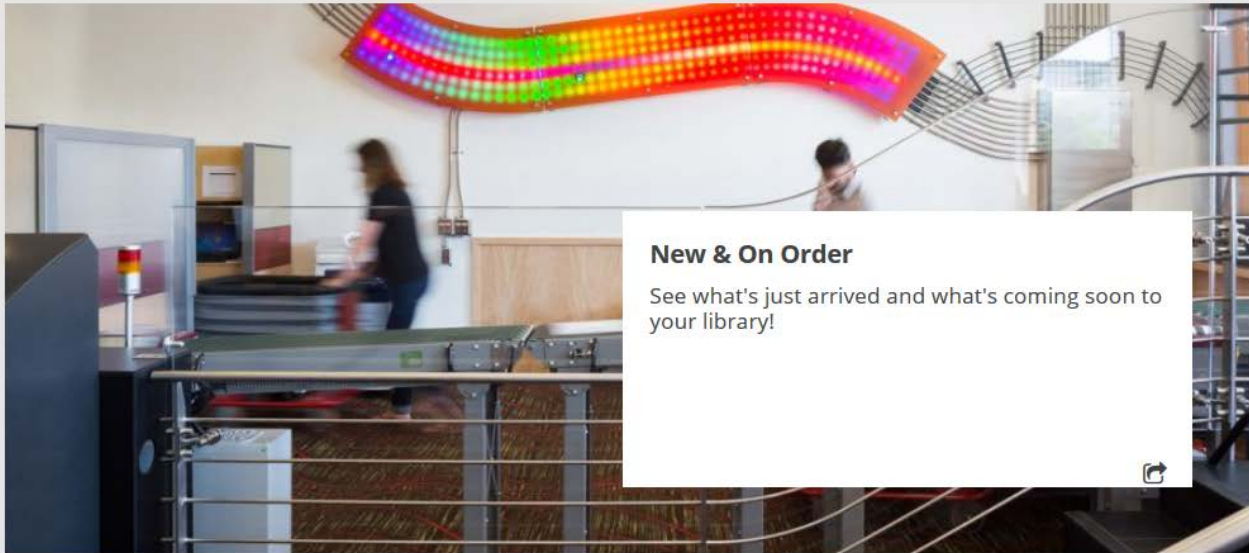
New & On Order

See what's just arrived and what's coming soon to your library!

After selecting online library, select the subject *Business & Fundraising*

King County Library System

Help ⌄

King County Library System 🏠 | Books & More ⌄ | Online Library ⌃ | 📅 Calendar | Kids & Teens ⌄ |

Online Library

FORMATS
Audiobooks
Courses & Training
Databases
Dictionaries & Encyclopedias
eBooks
Magazines & Newspapers
Mobile Apps
Movies & TV

SUBJECTS
50+
Business & Fundraising
Consumer & Automotive
eBooks & Downloads
Genealogy & Biography
History, Law & Culture
Job & Career Information
Reading & the Arts
Science & Health

MORE
Computers & Technology
Kids
Teens
A-Z list
Online Library Home

Business & Fundraising Databases at KCLS

ABI Business Trade & Industry Articles (ABI/Inform)
Articles that track business conditions, trends, management techniques, corporate strategies, and industry-specific topics worldwide.

Access Video: Business & Economics
Over 2,000 documentary and how-to videos covering business education, business technology, economics, ethics and business law, finance, accounting and taxation, marketing, and management.

Business Insights: Global
Information on companies, industries, and more. Access to Business Insights will cease on 12/31/2016.

Business Plans and Profiles Index
An index to business plans, many available online, from The Carnegie Library of Pittsburgh.

Business Plans Handbook
Sample business plans from entrepreneurs seeking funding for small businesses in the manufacturing, retail, and service industries.

Gale Virtual Reference Library
Cross-searchable full-text reference books on a wide variety of subjects.

Key Business Ratios on the Web
Industry benchmark data for public and private companies in 800 lines of business, with 14 key business ratios, industry balance sheets, income statement information, and ratios organized by SIC codes.

Mergent Intellect Business Research
Directory of over 245 million global businesses with data for over 100 million executives, First Research industry reports, KBR Business Ratios, Nielsen Popfacts, Prizm market segmentation, consumer lifestyle by zip code, Indeed job listings, and directory information for over 250 million residences with previously associated addresses and relatives.

Morningstar Investment Research Center
Investing data and reports on 23000+ mutual funds, 7000+ stocks, and investment management tools.

Puget Sound Business Journal
Articles and the Book of Lists from the Puget Sound Business Journal.

Business & Fundraising Databases at KCLS (continued)

ReferenceUSA
Business and residential listings of U.S. companies, Canadian companies, and U.S. residences. *Download up to 250 records at a time from a KCLS library or elsewhere.* Instructional webcasts and video tutorials are available.

Sage Stats
Statistical data from more than 200,000 government and non-government datasets, covering popular topics of research interest for U.S. states, counties, cities, metropolitan areas, and ZIP codes.

Social Explorer
Current and historical demographic data from the United States presented in easily downloadable maps and tables.

Value Line Investment Survey Reports
Stock analysis from Value Line.

Wall Street Journal
Articles from the Wall Street Journal (1984-present).

Seattle Daily Journal of Commerce New!
Articles on business, construction, real estate, money, technology, architecture, and the environment.

Competitor Research

- *Reference USA (example)*

- *Mergent Intellect (20,000 records can be downloaded)*

   Both can be used to search an SIC/NAICS/keyword and a location with a radius, also you can limit other ways such as size & number of employees & sales

Competitor Research
for example a seafood market

Photo: *Pike Place Market – Wall of Crabs* by Naotake Murayama on flickr CC attribution

The premier source of information for reference and research

Offers Accurate Data on 49M Businesses and 281M Consumers

Available Databases
Select a Database to Get Started

U.S. Businesses
49 Million Businesses
2.6 Million Closed Businesses
SEARCH | MORE INFORMATION

U.S. Jobs / Internships
2.5 Million Job Postings

U.S. Standard White Pages
155 Million Residents

Canadian Businesses
1.9 Million Businesses

U.S. New Businesses
4.2 Million New Businesses

U.S. Consumers / Lifestyles
281 Million Individuals

U.S. Businesses
The U.S. Business database contains a total of 49 million businesses including 15 million verified and 34 million unverified businesses that are updated monthly. It is the only business database that is enhanced with more than 24 million phone calls per year providing you with the most accurate data possible.

Selection Criteria include:
Company name, Executive title, Business type, Sales volume, Employee size, Year established, And more...,

Reference USA advanced search for businesses

U.S. Businesses
24 Million Businesses

Canadian Businesses
1.5 Million Businesses

U.S. Jobs / Internships
2.5 Million Job Postings

U.S. New Businesses
4 Million New Businesses

U.S. Standard White Pages
89 Million Residents

U.S. Consumers / Lifestyles
262 Million Consumers

U.S. Businesses Database

Quick Search	Advanced Search

Fill out one or more of the following criteria boxes, then click "View Results" button.

Company Name

Executive First Name

Executive Last Name

City

State
All

Phone

Search for seafood NAICS codes and zip code radius, consider groceries as well

View results, select items for details, downloading or printing

| Review | Details | Map | Summary | Download | Print | Save Search |

☑	Company Name ⇳	Executive Name ⇳	Street Address ⇳	City, State ⇳	ZIP ⇳	Phone ⇳	Corp. Tree ▾
☑	Pacific Catch	Ted Roy	4 102nd Ave NE # 202	Bellevue, WA	98004	(425) 451-2559	
☑	Uwajimaya Inc	Hiroshi Hibi	699 120th Ave NE # A	Bellevue, WA	98005	(425) 747-9012	⬡ ⬆
☑	Jing International	Ningyi Ning	602 123rd Ave NE	Bellevue, WA	98005	(425) 462-1469	
☑	Orca Bay Seafoods	Brad Comer	1121 124th Ave NE	Bellevue, WA	98005	(425) 454-1721	
☑	East Aquatic	Alan Huang	2220 132nd Ave SE...	Bellevue, WA	98005	(425) 378-0608	
☑	Direct Source Seafood LLC		840 140th Ave NE	Bellevue, WA	98005	(425) 452-8198	
☑	Awers Inc	Gregory Fridman	12832 NE 14th Pl	Bellevue, WA	98005	(425) 747-7866	
☑	STI America	Shimji Ota	11911 NE 1st St #...	Bellevue, WA	98005	(425) 462-8898	
☑	Chicken Of The Sea		13412 NE 37th Pl	Bellevue, WA	98005	(425) 861-3866	⬡ ⬆
☑	Freshy's Seafood Market	Bryce Calwell	2411 76th Ave SE	Mercer Island, WA	98040	(206) 232-3028	
☑	Qvd Aquaculture	Chris December	11400 SE 8th St #...	Bellevue, WA	98004	(425) 637-0090	
☑	Mc Cormick & Schmick's Seafood	Paul Pierce	700 Bellevue Way ...	Bellevue, WA	98004	(425) 454-2606	⬡ ⬆
☑	Pescadores Products Inc	Susan Yen	1 Lake Bellevue D...	Bellevue, WA	98005	(425) 452-1135	
☑	Marine Fishing Intl	Alex Kovelv	3 Lake Bellevue D...	Bellevue, WA	98005	(425) 974-4745	
☑	Cascadia International Group	Jeong Chae	9 Lake Bellevue D...	Bellevue, WA	98005	(425) 283-1090	
☑	North Pacific Corp	Larry Shegnagaev	5612 Lake Washing...	Kirkland, WA	98033	(425) 822-1174	

| Review | Details | Map | Summary | Download | Print | Save Search |

Reference USA provides the number of employees, estimated sales volume, size, credit rating, executive names, est. expenditures, & competitor report

Business Demographics				Collapse ⇕
Location Employees	5-9		Location Sales Volume	$1,424,000
Corporate Employees	Not Available		Corporate Sales Volume	Not Available
Type of Business	Private		Location Type	Single Loc
Affiliated Records	Not Available		Affiliated Locations	Not Available
Parent Company	Not Available		Foreign Parent	Not Available
EIN 1	Not Available		Fortune 1000 Ranking	Not Available
Credit Cards Accepted	Not Available		Last Updated On	February, 2015
Years in Database	10		Year Established	Not Available
Square Footage	10,000 - 19,999		IUSA Number	64-670-4965
Home Business	No		Credit Rating Score	B+
Full Credit Report	Buy from Experian SmartBusinessReports® by Experian			

Hours of Operation

Mon	Tue	Wed	Thu	Fri	Sat	Sun
Not Available	Not Available	Not Available	Not Available	Not Available	Not Available	Not Available

| Management Directory			Collapse ⇕
Name	Executive Title	Gender	Executive Ethnicity
Brad Comer	Manager	Male	Western Europe

Demographics & Psychographics Research

- *Social Explorer*

- *Mergent Intellect – Prizm data*

- *Best Customers* in *Gale Virtual Reference Library*

- *[Demographics Now* database is not currently at KCLS, but at Seattle Public and Sno-Isle]

Visually Explore Demographic Data

220 years of demographic data, 25,000 maps, hundreds of profile reports, 40 billion data elements and 335,000 variables

The *Social Explorer* database is an easy way to access US Census information for downtown Bellevue. It also offers maps that are customizable.

Population Density (per sq. mile)
ACS 2014 (5-Year Estimates)
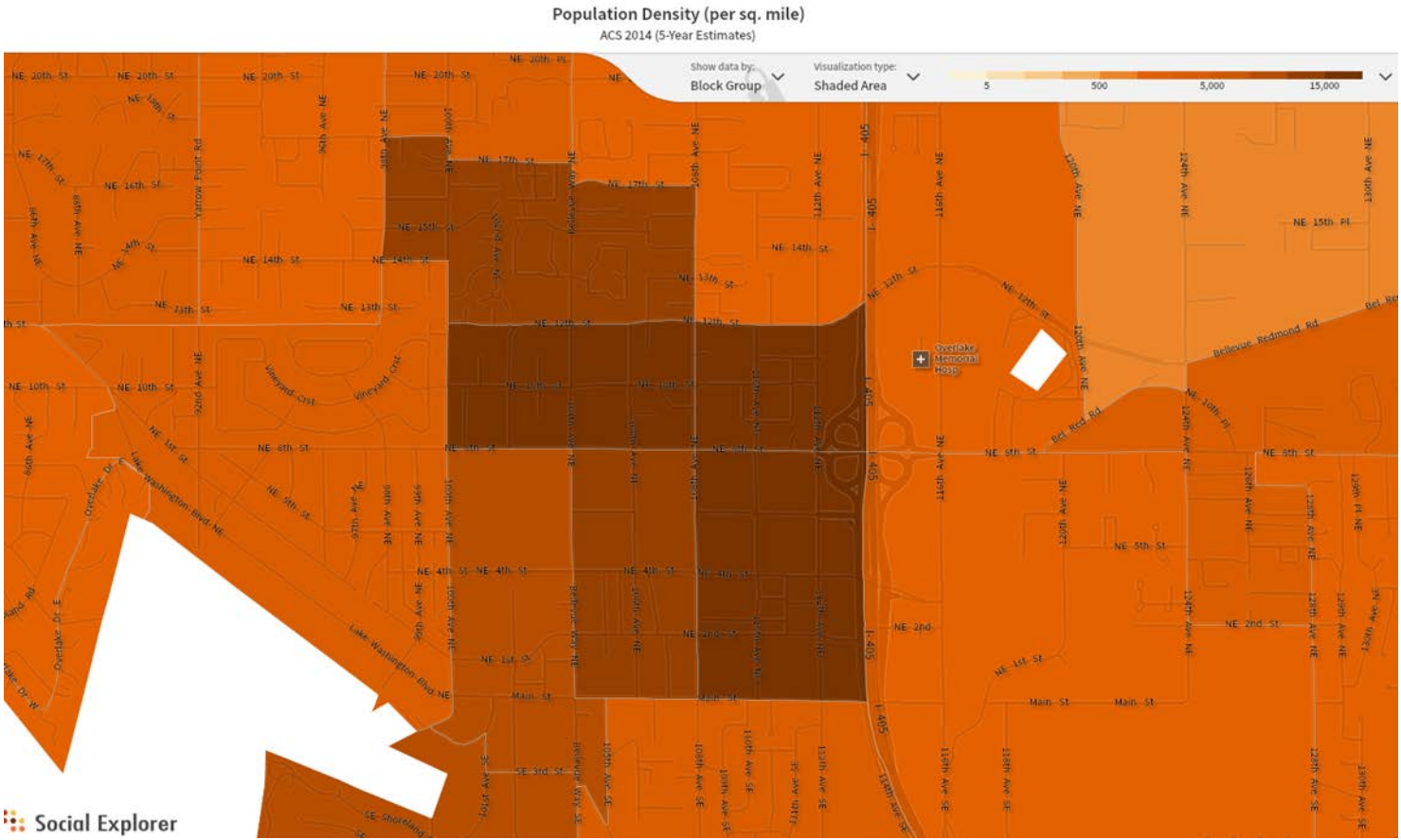
In *Social Explorer*, you can create a report for the block groups you are interested in

Statistics	Social Explorer - ACS 2014 (5-Year Estimates)							
	Block Group 1, Census Tract 238.03, King County, Washington		Block Group 2, Census Tract 238.03, King County, Washington		Block Group 3, Census Tract 238.04, King County, Washington		TOTAL (All Selected Block Groups)	
SE:T1. Total Population								
Total Population	2,206		2,315		2,825		7,346	
SE:T2. Population Density (per sq. mile)								
Total Population	2,206		2,315		2,825		7,346	
Population Density (per sq. mile)	17,357.0		25,537.3		16,400.8		18,836.1	
Area (Land)	0.13		0.09		0.17		0.39	
SE:T4. Sex								
Total Population:	2,206		2,315		2,825		7,346	
Male	1,152	52.2%	1,076	46.5%	1,392	49.3%	3,620	49.3%
Female	1,054	47.8%	1,239	53.5%	1,433	50.7%	3,726	50.7%
SE:T7. Age								
Total Population:	2,206		2,315		2,825		7,346	
Under 5 Years	133	6.0%	81	3.5%	201	7.1%	415	5.7%
5 to 9 Years	3	0.1%	31	1.3%	20	0.7%	54	0.7%
10 to 14 Years	5	0.2%	33	1.4%	18	0.6%	56	0.8%
15 to 17 Years	78	3.5%	42	1.8%	0	0.0%	120	1.6%
18 to 24 Years	87	3.9%	129	5.6%	371	13.1%	587	8.0%
25 to 34 Years	831	37.7%	965	41.7%	1,113	39.4%	2,909	39.6%
35 to 44 Years	334	15.1%	81	3.5%	578	20.5%	993	13.5%
45 to 54 Years	273	12.4%	196	8.5%	272	9.6%	741	10.1%
55 to 64 Years	150	6.8%	176	7.6%	172	6.1%	498	6.8%
65 to 74 Years	45	2.0%	128	5.5%	1	0.0%	174	2.4%

Mergent Intellect database demographics

Prizm report for zip code 98107 (partial)

PRIZM Household Distribution 2015

Area ZIP Codes (see appendix for geographies), Total

PRIZM		Area		US Base		
Code	Name	Households	Pct.	Households	Pct.	Index
01	Upper Crust	0	0.00%	1,750,173	1.45%	0.0
02	Blue Blood Estates	0	0.00%	1,116,920	0.92%	0.0
03	Movers & Shakers	0	0.00%	1,876,932	1.55%	0.0
04	Young Digerati	3085	24.09%	1,555,400	1.28%	1,875.3
05	Country Squires	0	0.00%	2,212,007	1.83%	0.0
06	Winner's Circle	0	0.00%	1,276,191	1.05%	0.0
07	Money & Brains	1595	12.45%	2,555,893	2.11%	590.0
08	Executive Suites	0	0.00%	1,038,424	0.86%	0.0
09	Big Fish, Small Pond	0	0.00%	2,617,056	2.16%	0.0
10	Second City Elite	0	0.00%	1,621,883	1.34%	0.0
11	God's Country	0	0.00%	1,804,117	1.49%	0.0
12	Brite Lites, Li'l City	0	0.00%	2,063,782	1.70%	0.0
13	Upward Bound	0	0.00%	2,183,221	1.80%	0.0
14	New Empty Nests	0	0.00%	1,223,131	1.01%	0.0
15	Pools & Patios	0	0.00%	1,524,736	1.26%	0.0
16	Bohemian Mix	3645	28.46%	2,262,800	1.87%	1,523.0
17	Beltway Boomers	0	0.00%	1,110,660	0.92%	0.0
18	Kids & Cul-de-Sacs	0	0.00%	1,891,410	1.56%	0.0
19	Home Sweet Home	0	0.00%	2,158,187	1.78%	0.0
20	Fast-Track Families	0	0.00%	2,001,850	1.65%	0.0
21	Gray Power	0	0.00%	1,059,133	0.87%	0.0
22	Young Influentials	0	0.00%	1,677,570	1.39%	0.0
23	Greenbelt Sports	0	0.00%	1,670,510	1.38%	0.0
24	Up-and-Comers	0	0.00%	1,666,319	1.38%	0.0
25	Country Casuals	0	0.00%	1,862,666	1.54%	0.0
26	The Cosmopolitans	322	2.51%	1,483,300	1.22%	205.3
27	Middleburg Managers	0	0.00%	2,541,652	2.10%	0.0
28	Traditional Times	0	0.00%	3,274,708	2.70%	0.0
29	American Dreams	1615	12.61%	2,764,103	2.28%	552.4
30	Suburban Sprawl	0	0.00%	1,513,314	1.25%	0.0
31	Urban Achievers	1655	12.92%	1,912,178	1.58%	818.3
32	New Homesteaders	0	0.00%	2,196,294	1.81%	0.0
33	Big Sky Families	0	0.00%	2,185,007	1.80%	0.0

Prizm segment definitions
(available on Mergent Intellect)

U1: Urban Uptown

The five segments in Urban Uptown are home to the nation's wealthiest urban consumers. Members of this social group tend to be midscale to upscale, college educated and ethnically diverse, with above-average concentrations of Asian and Hispanic Americans. Although this group is diverse in terms of housing styles and family sizes, residents share an upscale urban perspective that's reflected in their marketplace choices. Urban Uptown consumers tend to frequent the arts, shop at exclusive retailers, drive luxury imports, travel abroad, and spend heavily on computer and wireless technology.

04 Young Digerati   **Wealthy Younger Family Mix**

Young Digerati are tech-savvy and live in fashionable neighborhoods on the urban fringe. Affluent, highly educated, and ethnically mixed, Young Digerati communities are typically filled with trendy apartments and condos, fitness clubs and clothing boutiques, casual restaurants and all types of bars--from juice to coffee to microbrew.

Wealthy	Age 25-44	White, Asian, Hispanic, Mix

07 Money & Brains   **Wealthy Older Family Mix**

The residents of Money & Brains seem to have it all: high incomes, advanced degrees, and sophisticated tastes to match their credentials. Many of these city dwellers are married couples with few children who live in fashionable homes on small, manicured lots.

Wealthy	Age 45-64	White, Black, Asian, Hispanic, Mix

Best Customers in Gale Virtual Reference Library

Best Customers (from Gale Virtual Reference)
example of potential wine bar customers

Wine at Restaurants and Bars

Best customers: Householders aged 45 to 54

Married couples without children at home

Married couples with adult children at home

Non-Hispanic Whites

Households in the Northeast

Customer trends: Average household spending on wine at restaurants and bars should begin to grow again as boomers retire—but only if discretionary income grows.

The best customers of wine at restaurants and bars are householders with the time and money to relax with a glass of wine, perhaps over a meal. Married couples without children at home (most of them empty-nesters) spend 55 percent more than average on this item. Householders aged 45 to 54 outspend the average by 33 percent, and those ranging in age from 55 to 74 spend 12 to 15 percent more. Married couples with adult children at home spend 71 percent more than average on wine at restaurants and bars. Non-Hispanic Whites spend 18 percent more than average on this item. Households in the Northeast spend 55 percent more than average on wine at restaurants and bars.

Average household spending on wine at restaurants and bars doubled between 2000 and 2006, after adjusting for inflation, but spending fell 42 percent between 2006 and 2013. Behind the increase in the first part of the decade was the entry of the baby-boom generation into the best-customer lifestage. The Great Recession is largely responsible for the drop in the past few years. Spending on this item should begin to grow again as boomers retire—but only if discretionary income grows.

Table 1.8 Wine at restaurants and bars

| Total household spending | $3,530,070,300.00 |
| Average household spends | 28.09 |

	AVERAGE HOUSEHOLD SPENDING	BEST CUSTOMERS (index)	BIGGEST CUSTOMERS (market share)
AGE OF HOUSEHOLDER			
Average household	$28.09	100	100.0%
Under age 25	15.59	56	3.7
Aged 25 to 34	23.77	85	13.9
Aged 35 to 44	26.09	93	15.7
Aged 45 to 54	37.44	133	26.0
Aged 55 to 64	31.47	112	20.4
Aged 65 to 74	32.29	115	14.7
Aged 75 or older	16.95	60	5.8

	AVERAGE HOUSEHOLD SPENDING	BEST CUSTOMERS (index)	BIGGEST CUSTOMERS (market share)
HOUSEHOLD INCOME			
Average household	$28.09	100	100.0%
Under $20,000	7.76	28	6.2
$20,000 to $39,999	11.19	40	8.8
$40,000 to $49,999	23.29	83	7.4
$50,000 to $69,999	18.98	68	9.6
$70,000 to $79,999	36.57	130	6.9
$80,000 to $99,999	32.61	116	10.0
$100,000 or more	78.76	280	51.3
HOUSEHOLD TYPE			
Average household	28.09	100	100.0
Married couples	35.34	126	60.4
Married couples, no children	43.43	155	32.5
Married couples, with children	31.31	111	25.4
Oldest child under age 6	32.50	116	5.1
Oldest child aged 6 to 17	21.36	76	8.5
Oldest child aged 18 or older	48.07	171	12.3
Single parent with child under age 18	6.28	22	1.2
Single person	20.65	74	22.1
RACE AND HISPANIC ORIGIN			
Average household	28.09	100	100.0
Asian	22.43	80	3.4
Black	9.58	34	4.3
Hispanic	18.02	64	8.2
Non-Hispanic White and other	33.10	118	88.4
REGION			
Average household	28.09	100	100.0
Northeast	43.55	155	28.1
Midwest	24.84	88	19.6
South	20.53	73	27.3
West	31.43	112	25.0
EDUCATION OF HOUSEHOLD			
Average household	28.09	100	100.0
Less than high school graduate	9.29	33	2.6
High school graduate	6.84	24	5.1
Some college	18.15	65	13.7
Associate's degree	25.69	91	10.4
Bachelor's degree or more	49.33	176	67.9
Bachelor's degree	31.32	111	25.3
Master's, professional, doctoral degree	75.46	269	42.8

Note: Market shares may not sum to 100.0 because of rounding and missing categories by household type. "Asian" and "Black" include Hispanics and non-Hispanics who identify themselves as being of the respective race alone. "Hispanic" includes people of any race who identify themselves as Hispanic. "Other" includes people who identify themselves as non-Hispanic and as Alaska Native, American Indian, Asian (who are also included in the "Asian" row), or Native Hawaiian or other Pacific Islander, as well as non-Hispanics reporting more than one race.
Source: Calculations by New Strategist based on the Bureau of Labor Statistics' 2013 Consumer Expenditure Survey

Table 1.8 Wine at restaurants and bars Source: Calculations by New Strategist based on the Bureau of Labor Statistics?? 2013 Consumer Expenditure Survey

Industry Research

- *ABI/Inform Trade & Industry*
- *Mergent Intellect – First Research*
- *S & P Industry Surveys* (in print at Bellevue Library)

ABI/Inform Trade & Industry
seafood market in the united states

Reference Code: CS-0099-0217-MS

Published: February 2017

Mergent Intellect database– *First Research* (industry reports)

First Research®

MERGENT

dustries | North America | Sales & Marketing | Industry Pr
ur Starting Place | Regional Info | Customize Communications | Industries by

Industry Search

Search for Industry Intelligence to Open Doors and Close Deals

wine | Search

🔍 **Your search for 'wine' returned 18 documents**

Industry Profile Results:

(Canadian Results | State/Province Results | Country Results)

🌐 Beer, Wine & Liquor Stores
INDUSTRY: Beer, **Wine** & Liquor Stores. ... INDUSTRY OVERVIEW. Companies in this industry sell beer, **wine**, and liquor products from physical retail establishments. ...
NAICS: 445310
SIC: 5921

🌐 Beer, Wine & Distilled Spirits Wholesalers
INDUSTRY: Beer, **Wine** & Distilled Spirits Wholesalers. ... Companies in this industry distribute beer, ale, **wine**, and distilled spirits on a wholesale basis. ...
NAICS: 4248
SIC: 5181, 5182

🌐 Wineries
... NAICS CODES: 31213. INDUSTRY OVERVIEW. Companies in this industry make **wine** and brandies either from grapes that they grow or that are grown elsewhere. ...
NAICS: 31213
SIC: 2084

Wineries

12.21.2015

New! View More News & Social

NAICS CODES: 31213
SIC CODES: 2084

Industry Overview

Companies in this industry make wine and brandies either from grapes that they grow or that are grown elsewhere. Major companies include Bronco Wine, Constellation Brands, E&J Gallo, Jackson Family Wines, and The Wine Group (all based in the US); as well as Distell Group (South Africa), Gruppo Italiano Vini (Italy), Treasury Wine Estates (Australia), Veuve Clicquot (France), and Viña Concha y Toro (Chile).

Total worldwide wine production is about 275 million hectoliters per year, according to the International Organization of Vine and Wine. Major wine-producing nations include Italy, France, and Spain, followed by the US, Argentina, Chile, and Australia. The US is the world's largest wine consuming country by volume, but emerging economies in Asia, Africa, and South America may offer opportunities for future industry growth. Consumption is flat or declining in most mature European markets.

The US wineries industry includes about 3,000 establishments (single-location companies and units of multi-location companies) with combined annual revenue of about $16 billion.

Competitive Landscape

Demand for wine is driven by the restaurant and hotel industries, the level of business entertainment spending, and consumer income. A winery's profitability depends on production volume and sales price, both of which can vary from year to year. Large companies have stronger distribution channels and can enjoy significant economies of scale in production. Small wineries can compete with big-volume producers by making higher-quality wines that sell at a premium price. The US industry is **concentrated**; the 50 largest companies account for more than 75% of revenue.

Imports are a major competitor for US wine producers, accounting for about 30% of the US market. Imports come mainly from France, Italy, and Australia. Major markets for US **wine exports** include Canada and the UK. Exports account for about 10% of US production.

Products, Operations & Technology

S&P Industry Surveys *(in print at some KCLS libraries/ SPL in library only database*
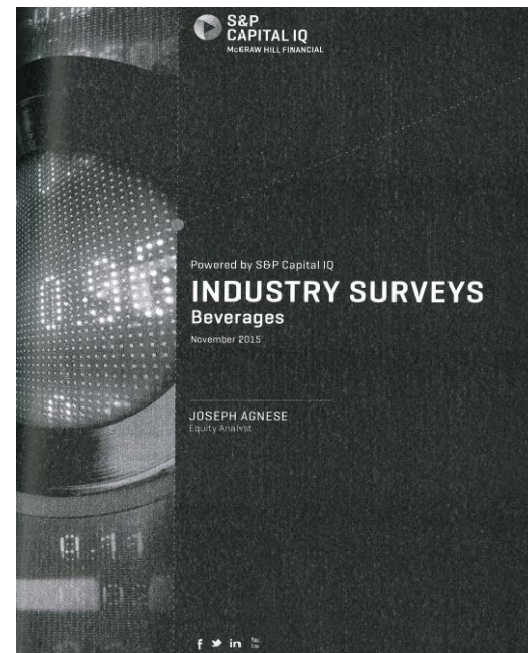
Industry or Business Ratios

- *Almanac of Business and Industrial Ratios* (kept behind Reference Desk, 2nd floor)

- *RMA Annual Statement Studies* (kept behind Reference Desk, 2nd floor)

- *Key Business Ratios* (in KCLS Online Library)

The Catalog
To find books, ebooks, audio books, and media use the Catalog, option to sort by date or filter by year

Some of the useful books and eBooks available for check out
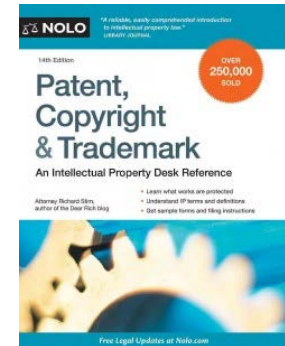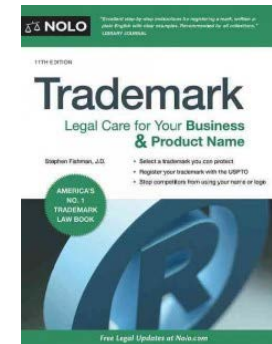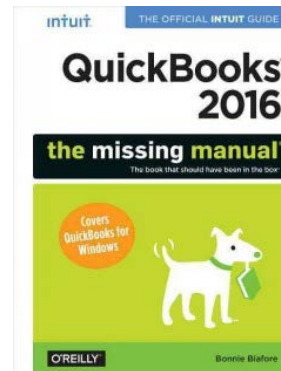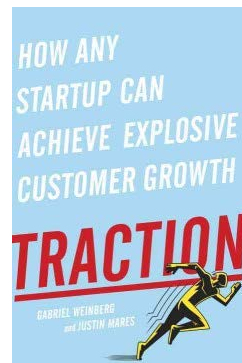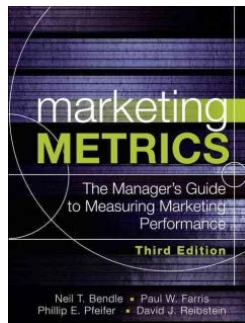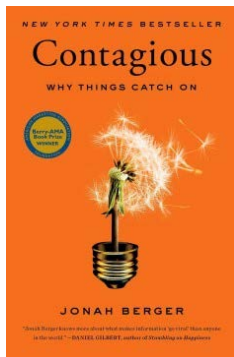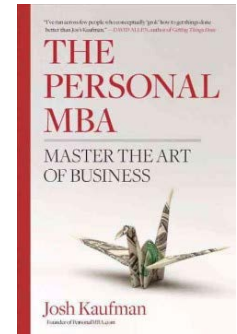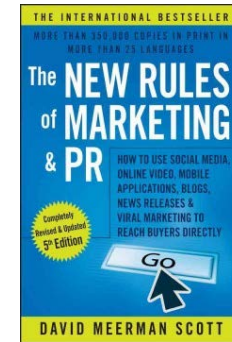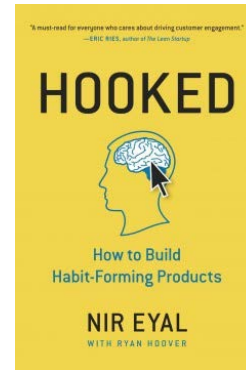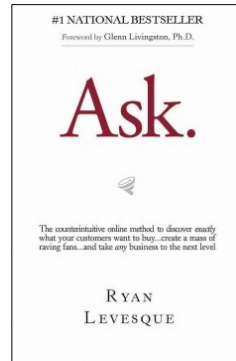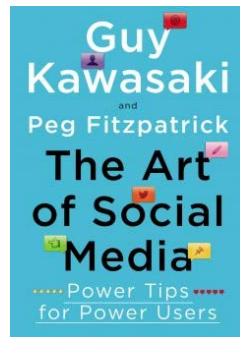
Education & Training

- *Access Video*
- *Lynda.com – software & computer skill tutorials*
- *Business Programs & events*

Access Video database includes courses and videos on business topics.   For example, on business communication.

Lynda.com – has computer skills video tutorials – for example on Google Analytics

Business Programs & Events at KCLS

- *Startup 425 Foundations* at 5 Eastside libraries www.startup425.org/foundations

- SBA Start Smart programs

- Programs for Economic Empowerment throughout KCLS

- Score appointments

SCORE Appointments

Appointments with SCORE volunteer business counselors :

- Seattle SCORE – can match you with volunteers in the metro area: https://seattle.score.org/

- Appointments with SCORE volunteers can also be made by calling Bellevue, Bothell, Kirkland, or Shoreline Libraries

Public Computers

- Time limits vary by library, at Bellevue Library it is 3 hours a day, 1 or 2 hours per session

- 75 print units a week free (black & white is one unit, color counts as 3 units each)

- Scanning available at all KCLS libraries, many also have faxing

Adobe Creative Cloud in Bellevue Library Computer Lab / coming soon to public computers

Photoshop, InDesign, & Illustrator

Classes listed in Event Calendar or use Lynda.com database for tutorials.

Call Bellevue Library for lab times or get an update on the installation for other KCLS computers 425-450-1765
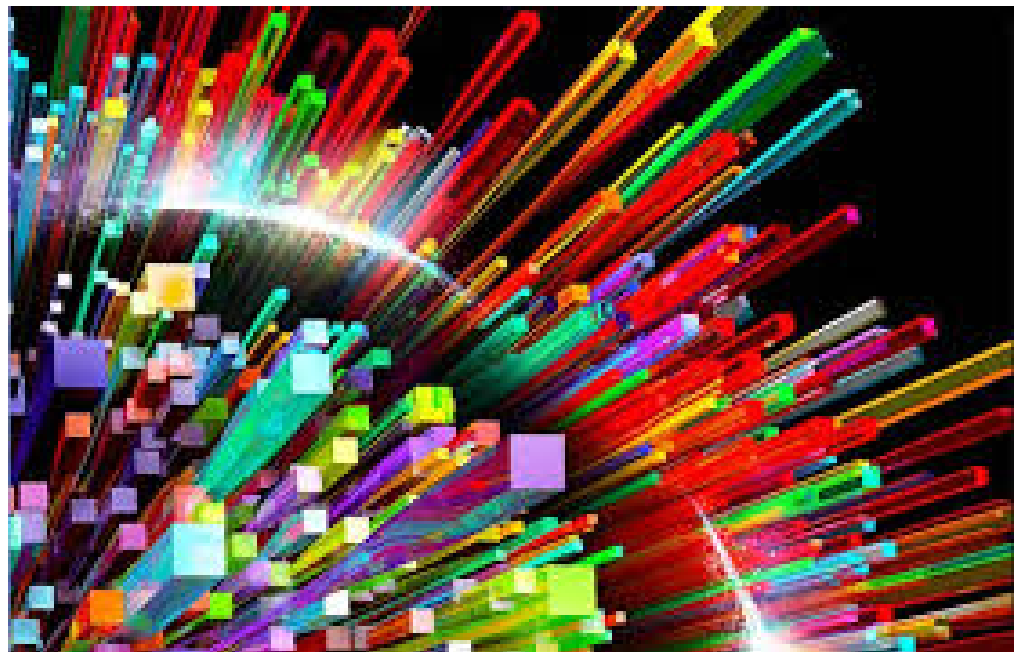
The library can help!

We answer questions by:

- Phone
- In-person
- Chat
- Email
- Book-a-Librarian 30 minute appointments
- Referrals

https://kcls.org/ask/