













Solutions

Can come from anywhere

- ❖ Traditional library resources:
books, journals,
online databases
- ❖ Community information resources:
special reports, data sets
- ❖ Government resources:
Census data, GIS



Small business need



New retail idea



Traditional information
resources

CULMA

Economic surveys
Projections

Friends & Colleagues

Michigan Small Business Development Corp.

Competition in *local* area

Demographics in *local* area

How-to information for *local* area

Personal need

History of procedure
New ideas/ research
Experts in the field
Hospital ratings



Follow-up expectations
Medications
Home care






