

Our many resources for Business can help you with your Market Research, how to write a Business Plan, and the Management of your Business, including self-help for your Accounting and Bookkeeping needs.

Demographics for your Marketing Plans



Inform your business decisions with Prizm5's Canadian market segment data, and Dun&Bradstreet's business detail. Create maps and reports of your research discoveries. Access SimplyAnalytics from our [Digital Library](#) webpage. View the Reference Guide [here](#) to get started with your business research.

Statistics Canada Demographics: Census Profiles

Use [Google Maps](#) to search your business location and find existing local businesses in your surrounding neighbourhoods.

Online Support

BDC – Business Development Bank of Canada

Canada Small Business Financing Program

City of Waterloo – Business

Find Business support including Licences and Zoning, Economic Development, and Advertising and Sponsorship opportunities

Government of Ontario Small Business Support, featuring BizPaL, the online Business Permit and Licencing tool

Settlement.Org – Visit the “Business and Self-Employment” webpages for help and support in starting your own business

Small Business Services: FedDev Ontario
Helping Ontario business entrepreneurs

Stay informed with the latest Business News

Magazines & Journals:

[Bloomberg Businessweek](#)

[Harvard Business Review](#)

[PressReader database: Business & Current Affairs](#)



[Gale Courses for Business@ WPL](#)

Enhance your skills with free access to online courses - including QuickBooks, Excel, Outlook and PowerPoint



[LinkedIn Learning](#)

Learn anywhere! Over 6000 free online courses (business, technology, creative) taught by industry experts

O'REILLY® Media

Access high-end business and technology eBooks, Manuals, and Courses



Contact our local [Waterloo WRSBC](#) for expert assistance to entrepreneurs in the development of new or existing businesses

Companies, Products, Trade Associations, and Exhibitions

Associations Canada: an Encyclopedic Directory

061.1025 Ass
Main Reference

Fraser's: Canada's Industrial Search Engine

Browse by Company or use the Category index to find your product group

Government of Canada: Directories of Canadian Companies

NAICS (North American Industry Classification Canada)

Scott's Directories: Ontario Manufacturers

338.0025713 Sco
Main QR-Ask@Info Desk

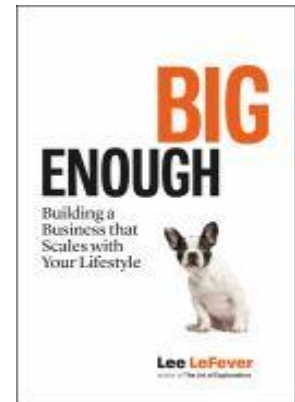
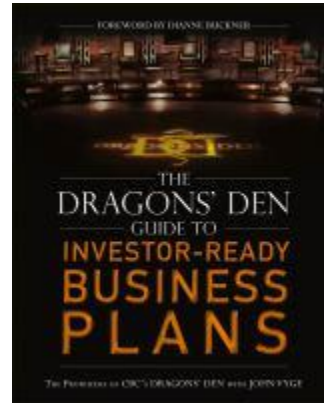
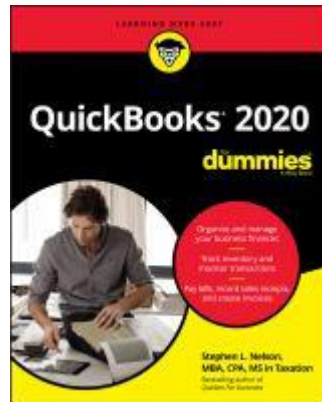
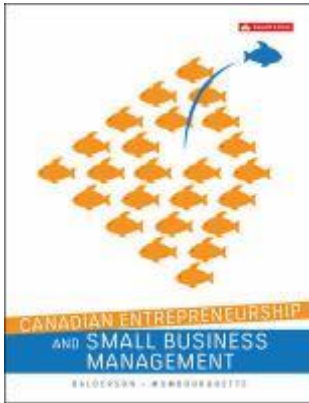
Scott's Ontario Business Directory – 4 v.

380.10257135 Sco
Main Reference

Trade Show News Network

Trade Shows Worldwide

Books



Business -- Accounting

Bookkeepers' Boot Camp: Get a grip on Accounting Basics

657.9042 Moh

Money-smart solopreneur : a personal finance system for freelancers, entrepreneurs, and side-hustlers

658.041 Ada

QuickBooks 2020

657.904202855 Nel

Your Guide to Government Financial Assistance for Business in Ontario

658.152209713 Wil

Business – Management

Canadian Entrepreneurship and Small Business Management

658.0220971 Bal

Starting & Running a Small Business for Canadians all-in-one

658.110971 Buc

Business -- Planning

Big Enough : Building a Business that Scales with your Lifestyle

658.11 LeF

Canadian Small Business Kit for Dummies

658.0220971 Dag

The Dragons' Den Guide to Investor-ready Business Plans

658.4012 Vyg

The Ultimate Startup Book : Find your Big Idea, Write your Business Plan, Master Sales and Marketing

658.11 Dun

Business writing -- Handbooks, manuals, etc.

AMA Handbook of Business Writing: The Ultimate Guide to Style, Grammar, Usage, Punctuation, Construction, and Formatting

808.06665 Wilso

Business and Professional Writing : a Basic Guide

808.06665 Mac

Business Writing

808.06665 Canav



Our [Local History](#) collection can help you discover the historical significance of Waterloo addresses, architecture, and local businesses

Looking for more help?

Info Desk: 519-886-1310 ext. 124

askus@wpl.ca

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