

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, available from our [Digital Library](#) webpage.



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](#)

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Main QR-Ask@Info Desk

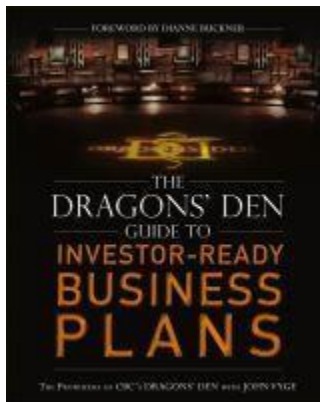
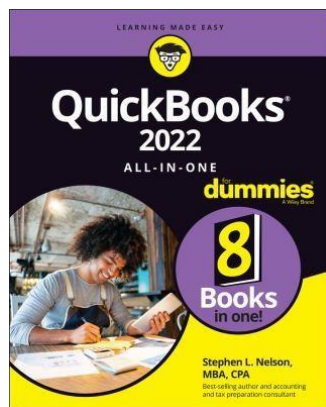
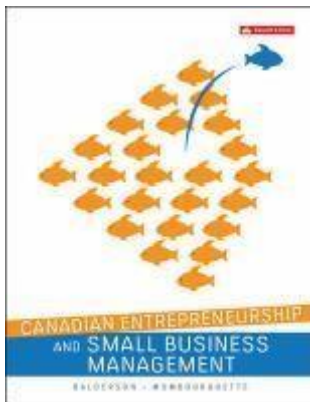
[Scott's Ontario Business Directory – 4 v.](#)

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 2022

657.90420285536 Quick-N

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?

Please contact our Info Desk at:
519-886-1310

Email: askus@wpl.ca