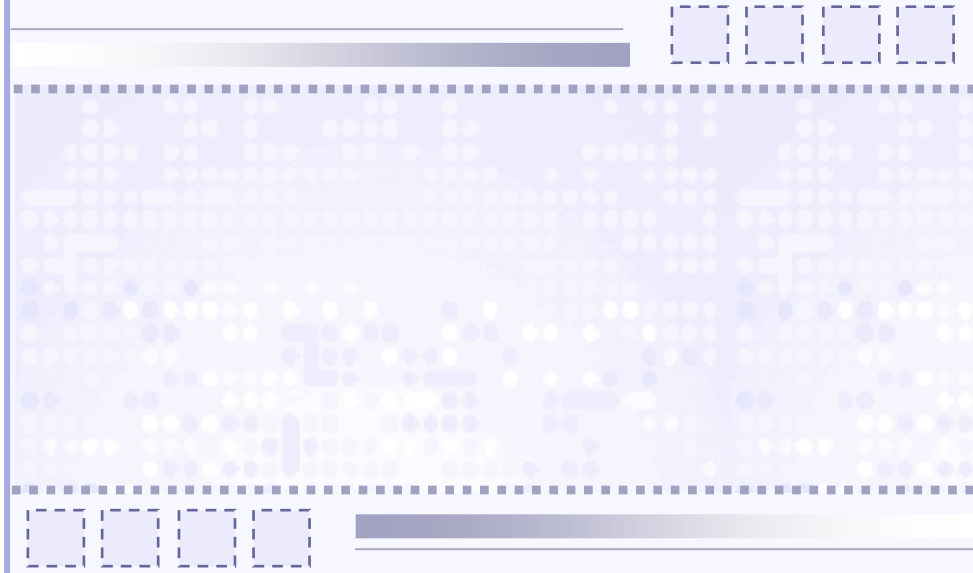


Businessline

Business Information at Wrexham Library

Service Overview Pack



Let our
Information
 work for **you!**

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AN INTRODUCTION TO BUSINESSLINE

Businessline is a professional business information service located within Wrexham Library (the largest public library in North Wales). Our experienced team of business information specialists provide a bespoke service aimed at the local business community. We're able to provide a wide variety of services to help both new and existing businesses together with business students. As a brief insight we can help you...

- Start a new business / reduce your business start-up time
- Research your market
- Identify your competitors
- Source new suppliers
- Target new customers / identify marketing opportunities
- Check the credit worthiness of your suppliers etc
- Manage your staff effectively
- Network with other local businesses
- Follow statutory legislation
- Protect your ideas

We actively encourage people to call in, telephone or email us to discuss their business information needs. Businessline have been established for over ten years and are part of a substantial network of business professionals. This pack has been created with the intention of providing a brief insight into a few of our main resources / services.

STARTING A BUSINESS

Starting a new business can be an exciting, yet daunting experience. Businessline have a number of resources available to assist new business start-ups, which can help answer numerous questions you may have, such as:

- What business regulations must I follow when setting up?
- What organisations should I contact when starting up?
- The pros and cons of running a business from home?
- Are there any legal issues to be aware of for my particular business idea?
- What potential start-up costs will be incurred?
- Who are my local competitors?

Businessline Start-up Pack:

Please feel free to call in, phone or email us to request a free start-up pack, which includes the following guides:

- A guide to writing a business plan
- A guide to running a business from home
- Choosing the right legal status for your business
- A guide to business regulations when setting up
- A guide to organisations you must contact when setting up
- A guide to researching a business market for business start-ups
- A guide to drawing up terms and conditions of sale
- An introduction to insurance cover for businesses
- and much more

STARTING A BUSINESS

Business Opportunity Profiles:

We have access to over 500 Business Opportunity Profiles; each relates to starting a particular type of business and provide information such as:

- any training that may be required
- potential customers and competitors
- key issues effecting the market
- promotional opportunities
- possible start-up costs
- legal issues to consider
- sources for further information etc

Why not combine a start-up pack and Business Opportunity Profile together, for a tailor made pack for your business.

Books available for loan:

Businessline have a wide variety of up-to-date business books aimed at first time entrepreneurs, focusing on areas such as starting and running a business and how others have started up. We also have books available which are dedicated to a wide variety of specific business types, each providing step-by-step guidance for starting your business etc. Please see page 18 for further information.

BUSINESS GRANTS, LOANS AND AWARDS

Businessline have access to a comprehensive funding search tool for the business sector called J4B Advisor. Using this resource we're able to provide both accurate and up-to-date information on local, regional, national and European funding schemes, which are available in your area. Information on funding opportunities can be provided for all of the following purposes:

- Starting a business
- Business development
- Energy efficiency
- Environment
- Export and international trade
- Farming and fishing
- Information and communication technology
- IT: E-commerce and web
- Logistics
- Marketing and promotion
- Media and arts
- Plant and equipment
- Premises
- R&D: Products and processes
- Recruitment
- Tourism and heritage
- Training

Unfortunately very little is currently available in the Wrexham area. A brief summary of results can be provided for any of the grant purposes listed above. We can then provide full details with complete information on scheme eligibility, value, contact details and supporting documentation for those, which may be of interest from the summary.

CCH BUSINESS FOCUS

CCH Business Focus represents the very best in industry-specific guidance and statistical intelligence for over 90 trades and professions, covering accountants and solicitors through manufacturing and farming to food and drink.

Through the use of this resource we are able to provide reports covering the following areas, free of charge:

Sector overview

- Trade developments
- Turnover trends
- Market position
- Outlook and prospects

Nature of trade

- Operating practices
- Jargon and special features
- Sales mix
- Seasonality
- Factors effecting sales
- Prime records
- Customers - terms offered
- Suppliers - terms obtained

Start-up information

- Potential costs

Legislation

- Trade specific legislation
- General legislation
- Health and safety
- Employment legislation
- Licensing requirements
- Sources of further information

CCH BUSINESS FOCUS

Performance indicators

- Main performance indicators
- Ratio trends
- Factors affecting ratios
- Other key ratios

Investigation matters

- Matters for review
- Selection
- Critical review
- Interview
- Further action
- Means test
- Settlement
- Business economics exercise

Accountancy matters

- Areas for review
- VAT position

Statistics

- Various statistics

Further information.

- Useful addresses
- Trade associations
- Specialist journals and publications

All this invaluable intelligence will provide you with a detailed insight into your trade / profession (should it be available on the database). The notes are constantly being updated to take account of the latest information, and new notes are always being added.

RESEARCHING YOUR MARKET

Interested in learning more about a particular market? Businessline have access to a wide range of market research reports ideal for supporting business plans and identifying both current and future trends etc, for all the major market sectors. Allow us to identify the reports best suited for your needs and in so doing save one of your most precious resources – time.

Keynote Reports:

Keynote are the most comprehensive market research reports we are able to obtain in full, often over 100 pages, the reports provide an in-depth statistical overview of both current and predicted future trends. Up to 10% of any keynote report (usually around 20 pages) can be photocopied on site or emailed electronically if necessary. We are able to provide access to reports often costing around £800 or upwards completely free of charge.

Euromonitor Reports

Euromonitor reports can be provided, free of charge, either electronically via email or in hard copy. Although not as in depth as Keynote reports, they can provide useful statistics into a wide range of market areas.

RESEARCHING YOUR MARKET

UK Market Synopses:

Usually 10-15 pages in length UK market synopses can be provided free of charge in either electronic or hard copy. Areas of focus usually cover market developments and opportunities, current trends, future issues etc.

Demographic Statistics:

Businessline have access to a wide range of demographic and other such statistics. These will allow you to gain a greater understanding of the social, economic and environmental make ups of the local area, together with national towns and cities. As an example some of the demographics we will be able to provide you with are as follows:

- Population breakdowns by age and area
- Household income levels by area
- Employment levels by area
- and much more

This data, may for example, prove to be of particular interest to entrepreneurs who's core business will focus on a specific age range i.e. day nurseries etc.

RUNNING A BUSINESS

Any successful business needs to make well-informed decisions, Businessline can provide you with the information from which, these such decisions can be made both efficiently and effectively.

Business Information Factsheets:

We have access to a wide range of business information factsheets (please ask for a list), each up to four pages in length. Providing a short yet detailed insight into the following key areas, these factsheets may prove a useful resource to both new and existing businesses on many occasions:

- Business Information
- Business Staff
- Environment
- Europe
- Finance
- Health and Safety
- Information Technology
- Intellectual Property
- International Trade
- Legal Issues
- Management
- Marketing
- Pre Start
- Premises
- Staff
- Transport and Distribution

RUNNING A BUSINESS

Factsheets are continually updated to comply with changes in legislation and to incorporate new concepts. Those of interest can be provided in either hard or electronic copy free of charge.

Books available for loan:

Businessline have a wide variety of up-to-date business books and CD-ROMs, covering all the main areas of business, 90% of which are available to loan. We also have access to a number of specialist directories, which could prove useful when planning marketing initiatives etc.

Please see page 18 for a full breakdown of all the categories of books available at Businessline.

SPECIALIST DATABASES

Businessline subscribe to two of the market leading, UK wide, company databases, which can help your business:

- Effortlessly identify new sales targets
- Target new or alternative suppliers
- Identify competitors
- Research particular companies

The two databases we have access to are as follows:

- **Kompass Extranet**
Predominantly Industrial related companies
i.e. manufacturers and distributors
- **Thomson Business Search Pro**
Mainly service businesses, i.e. retailers etc

Working together we can provide you with the freedom to manipulate and fine-tune searches using numerous filters, to get the specific results you want. Advanced download facilities mean we can quickly transfer information to Excel format, thus allowing flexible sales and marketing lists etc to be instantly created ready for immediate use. These databases allow us to access both up-to-date and in-depth company information quickly, which is often difficult, expensive and time-consuming to obtain. Don't hesitate to contact us should you require a company search pack, which provides further information on how we're able to filter each of the databases. Alternatively feel free to call in, email or telephone us to discuss your requirements, we'd be only too happy to address any queries you may have.

SPECIALIST DATABASES

Kompass Extranet:

An excellent resource for sourcing suppliers and generating sales lists for companies operating in the industrial sector i.e. manufacturers and distributors. Benefit from the detailed Kompass classification system that is over 4 times more detailed than standard SIC codes. With more than 57,000 product and service headings and over 23 million product references you can locate the exact company or companies you are interested in. Choose from and incorporate numerous filters into searches, to create lists that can be used for sales, marketing, purchasing and research purposes. Information we can provide from this database includes:

- Company Name
- Address
- Telephone Number
- Fax Number
- Number of employees
- Sales figures
- A short / in-depth business description
- E-mail address
- Website address
- Verified contact names for numerous job titles

The large majority of this data can be provided free of charge.

SPECIALIST DATABASES

Thomson Business Search Pro:

Business Search PRO is an award-winning data source for generating targeted, accurate direct mail and telemarketing business data lists. Powered by the renowned Thomson Local Business Database of over 2 million business contacts, Business Search PRO receives weekly updates, instantly setting it apart as an invaluable source of accurate, up to date company information for sales lead generation etc. Search filters can be incorporated as appropriate to form results tailored to your exact requirements. Information we can provide from this database includes:

- Company name
- Address
- Telephone number
- Fax number
- Website address
- Number of employees
- Years established
- Premises type
- Type of business
- SIC description
- Turnover
- Estimated Turnover
- Profit before tax
- A verified contact name and position

Charges may be applicable

CREDIT CHECKS

Credit Safe Reports:

Credit checks are a popular resource, using this service you'll be able to check the creditworthiness of limited companies based anywhere in the UK. Credit checks have numerous benefits, for example:

- To highlight whether companies you may be working with, have the means to pay for goods or services you have been requested to supply.
- You can also use the checks to identify the financial viability of your suppliers and in so doing, prevent entering into business with any companies with poor credit ratings.
- If you're thinking of going into partnership with another limited company it may well prove beneficial to investigate and assess their financial status and trustworthiness before signing the contract and entering into a working relationship.

Checks vary in length; the amount of information available is largely determined by each individual company's personal circumstances and activities etc.

CREDIT CHECKS

As a brief overview the information contained on these reports include:

- A general company summary
- Company information
- Mortgage details / shareholder details
- Trading address details
- Full breakdown and comparison of accounts (year on year)
- Credit score / rating
- CCJ's
- Status history
- Event history
- Directors details

To request a credit check simply call in, telephone or email us stating the name of the company or companies that are of interest to you.

Please let us know should you wish to see an example.

We can provide you with up to four credit checks per quarter completely free of charge. Any additional reports requested during the three-month period are priced at the very competitive rate of £5 each.

Director and Company Tree Reports:

Reports, highlighting all the other limited companies which a specific director is involved with, can also be provided free of charge. As can reports over-viewing the group structure of a company.

HUMAN RESOURCES

Human resources are often a company's most valuable asset, allowing your organisation to run both smoothly and effectively. Our resources cover all aspects of human resource management from employing staff for the first time, creating contracts of employment, legal issues to be aware of, introducing motivational and team working techniques etc.

Croner-I:

Using this source of information we are able to provide current legislation, contract and policy templates (which can be easily customised for use by your company) and general overviews / guidance sheets for all aspects of human resource management. Please find below a brief list of the areas covered on the package, for further information please feel free to request a Human Resources pack.

- Absence and Working Time
- Contracts of Employment
- Discipline and Grievance
- Discrimination and Diversity
- Health and Safety
- HR Management
- HR Strategy
- Maternity and Parental Leave
- Pay and Benefits
- Recruitment and Selection
- Termination of Employment
- and much more

HUMAN RESOURCES

IDS Pay Benchmarking:

Interested in learning about pay scales for different professions across the UK? If so, Businessline have access to up-to-date pay benchmarking information, which could prove to be of use when planning hourly /annual rates of pay for staff.

Other resources:

Businessline also have a wide variety of up-to-date human resources books, 90% of which are available for loan. We also have access to a number of specialist directories, which could prove to be useful. Please see page 20 for a full breakdown of all the categories of books available at Businessline.

We can also provide numerous Business Information Factsheets for HR related issues such as advertising for staff, recruiting staff, dealing with employee absences etc.

BUSINESS BOOKS AND DIRECTORIES

Businessline stock a wide range of up-to-date business books, CD-ROM's and specialist directories covering all the key areas of business. Items are classified and grouped by business area, allowing resources covering a particular subject to be easily located. Please find below a brief overview of our classification system:

	Shelf Colour
- Start-up	GREEN
- Communication	ORANGE
- Marketing	RED
- Human Resources	SAGE
- Management	MAROON
- Manufacturing	GREY
- Law	PINK
- Finance	BLUE
- IT	YELLOW
- Statistics	WHITE
- Business Directories	BLACK
- Specific Industries	WHITE

As you can see over the next two pages, each area is then subdivided into specific subjects. 90% of our resources are available for loan. You're quite welcome to browse through all our resource on the libraries online catalogue, which can be found on the following link. Depending on your preferences you're able to search by title, author or class (please enter the shelf colour in this field)

Businessline Books For Loan

Shelf Guide

GREEN	RED	ORANGE	PINK	BLUE	GREY	YELLOW
Start-Up	Marketing / Communication	Law / Finance	Manufacturing / IT			
Self-Employment	Marketing	Public Relations Marketing Directories	Company Law Business Law Contract Law	Operations Management Quality Six Sigma		
Self Employment Social Enterprise Information Factsheets Opportunity Profiles	Marketing Marketing Plans	Communication Business Writing	Employment Law Health and Safety Stress Management Intellectual Property	Partnering Performance Best Practice Supply Chain		
Business Planning Small Business Growth Franchising Buying / Selling a Business	Market Research Direct Marketing Web Marketing	Presentation Memory/ Confidence Business Etiquette	General Finance	Information Technology		
Entrepreneurship	Advertising Branding CRM	Negotiation NLP	Accounting	Statistics		
Entrepreneurship	Sales Management Customer Service	Meetings Networking Image / Effectiveness	Business Economics Budgeting & Cash Flow Costing Interpreting Accounts / Ratios	Business Directories		

Businessline Books For Loan

Shelf Guide

SAGE	WAROON	WHITE	
Human Resources / Management	Management / Industry Specific	Industry Specific	
Human Resources	Employee Relations Organisational Behaviour	Change Management Knowledge and Information	Import / Export Food
Training Facilitation and Coaching	Dictionaries New Managers	Business Growth Consultancy Business Studies	Furniture and Furnishings Health and Medicine
Motivation Team Work	Management	Art and Design Children	Non-Profit Printing and Packaging Property Rural
Recruitment Development and Retention	Management	Construction Entertainment and Sport	Retail
Discipline Office Politics Work Life Balance Diversity	Management Management Thinkers	Project Management Risk Management Crisis Management	Tourism Transport

NETWORK

Networking is a very popular and effective way for meeting other business people and promoting your services.

Businessline run a cost effective networking club aimed at small local businesses and new start-up businesses. At only £46 a year (including VAT), you can't afford not to join. There are no additional costs for lunches as these are included in the membership fee. There's also no requirement to attend every meeting, you just attend the ones you are able to.

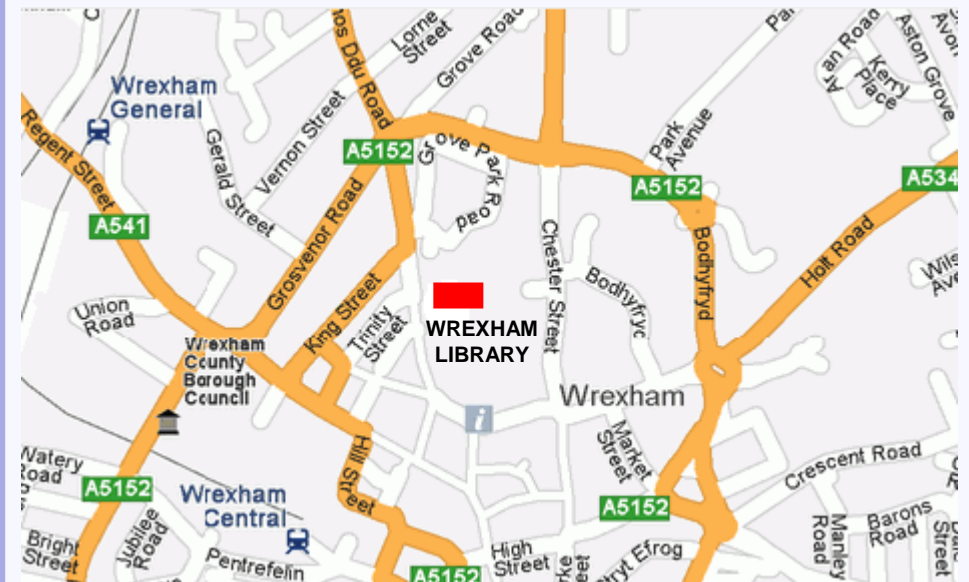
Network provides a friendly and supportive environment for business people to interact, share experiences, solve problems and form contacts. You will have the opportunity to meet new people, promote your business and hear relevant speakers on a variety of topics.

Meetings are held twice a month, the first being a lunchtime meeting held at Erlas House, Bryn Estyn Lane 12pm-2pm, on the second Monday of a month. The second meeting is an evening meeting held at Wrexham Library 7pm-9pm, on the last Monday of the month. Lunch meetings have a set format, which includes informal networking over a buffet lunch, marketing of your own goods / services to other members and various guest business speakers. The evening meetings are generally more informal allowing members to exchange experiences and ask advice etc.

As well as the monthly meetings members also receive a newsletter, containing meeting reviews, forthcoming business events / opportunities and general business news etc.

Network Members also benefit from reduced prices on a variety of services available at Businessline. For more information on Network please call in, telephone or email us with your enquiry.

HOW TO FIND US



- We aim to answer enquiries within a single day of submission, with straight-forward enquiries being resolved immediately. Time taken to answer complex enquiries will be discussed with you.
- The large majority of our services are provided free of charge, with no hidden costs.
- We're flexible with you needs and offer you the choice of both the format and delivery method of the information you require.

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