

SME Benchmarking

Shows averages for revenue levels and expenses of any given industry, based on NAICS codes. This information can be separated into quartiles, and also shows the percentage of profitable/unprofitable businesses in the industry.

www.canada.ca/en/services/business/research.html

LEDC

Maintains a London Business Directory with detailed information on the companies included.

www.ledc.com

FedDev Ontario Small Business Services *(previously Canada Business Ontario)*

Part of the Federal Economic Development Agency for Southern Ontario, this free service allows entrepreneurs to call Small Business Services for any business inquiries, and secondary market research data.

www.cbo-eco.ca

Reference Canada Business Directory – available through library website

This database shows detailed information on companies, including revenue levels, number of employees and contact information. The businesses can be searched by industry, location, and other variables to generate supplier, customer or competitor lists.

www.londonpubliclibrary.ca/informationdatabases

CBCA Complete – through library website

CBCA shows articles about any given topic that you search. You can search for newspapers, magazines, wire feeds, and statistical reports, and you can choose to sort them by publication date or relevance.

www.londonpubliclibrary.ca/informationdatabases

CARD Online – must be in library location

Canadian Advertising Rates Database shows the cost to advertise in nearly every newspaper, radio station, magazine, etc. in Canada. This can only be accessed at the library.

Biz Pal

Useful as a source to doublecheck that an entrepreneur has considered all of the licenses and permits required before launching their business.

www.bizpal.ca

Post Office

Allows you to search postal code maps and mail carrier routes. I recommend using the “Precision Targeter” tool to help combine demographic information into unaddressed mail campaigns.

www.canadapost.ca

Realtor.ca

Allows users to search for commercial properties to lease or buy.

www.realtor.ca

Statistics Canada

Large amounts of data available, separated into different topics. I recommend using the tab on the home page entitled “browse by key resource” to find the most relevant information.

<https://www.statcan.gc.ca/eng/start>

Industry Canada

Information on licensing, financing, and a link to CIPO for Intellectual Property concerns.

www.ic.gc.ca

Ministry of Economic Development, Job Creation and Trade

Information about the services MEDJCT provides, including the SWODF Fund.

www.ontario.ca/page/ministry-economic-development-job-creation-trade

London Neighborhood Profiles

Very detailed demographic information on London neighborhoods from 2011.

www.london.ca/About-London/community-statistics/neighbourhood-profiles/Pages/default.aspx

Scott’s Directory – available in hardcopy version in Enterprise Centre or online

Business directory, searchable by industry type and other filters, useful for generating client or supplier lists.

<http://www.scottsinfo.com/>

Yellow Pages: www.yellowpages.ca

The Yellow Pages can identify a great deal of important information such as:

- Number of competitors you have
- Their contact information – visit or call them
- How many are located in your target market area