



**Ocean County Library**  
Connecting People... Building Community

## Do you want to be a business owner? Think B.I.G.

The Business Internet Guide (B.I.G.) can help you find useful websites and start you on your way. (B.I.G. is formerly known as the Small Business Weblibliography)

Starting or growing a business is a formidable task for an entrepreneur! There are so many facets of knowledge that are required in these endeavors. Some information can be found in books and on reliable commercial and government-sponsored websites. Government sponsored sites often provide the only up-to-date source of information regarding regulations required of business owners.

This information alone is not a substitute for the professional accountant, computer or business consultant or attorney specializing in small businesses. These professionals are able to assist in interpreting this information in relation to a specific business proposal. This background of information will enable the entrepreneur to know what questions to ask of the professionals, if he or she decides to follow through with their ideas.

### **How to use the Guide**

More than a list of web sites, along with their URL's, that provide needed information, this listing includes some of the information that a prospective or early stage start-up entrepreneur might need. An outline listing of typical topics is provided on the next pages to assist in locating the desired information within this guide. Each topic heading is hyperlinked to the list of web sites. Simply click on a topic to see the detail.

Some references lead to individual articles, others to multiple articles on the same or related subject. Not all web sites are easy to navigate quickly to access the needed information.

***Originally Prepared by Ro Kamsar with assistance from members of SCORE 150 and current and past members of the Information Services staff of the Ocean County Library - Toms River. September 2004.***

***Updated by Angela Zebrowski, August 2006***

## **TABLE OF CONTENTS**

### **ELECTRONIC VERSION USING HYPERLINKS**

#### **THINKING ABOUT STARTING A BUSINESS?**

- [Start-up evaluation](#)
- [Basic sources of assistance \(online or in person\)](#)
- [More sites to explore](#)
- [Small business resources in other languages](#)

#### **CONNECTING WITH THE BUSINESS COMMUNITY**

- [Chambers of commerce and regional business associations](#)
- [Entrepreneur groups and agencies focused on similar heritage, gender or special interests](#)
- [Trade shows](#)

#### **TYPE OF BUSINESS**

- [Retail](#)
- [Construction](#)
- [Manufacturing](#)
- [Service](#)

#### **SPECIFIC INDUSTRIES**

- [Clothing/apparel](#)
- [Fishing and seafood](#)
- [Food and food service](#)
- [Landscaping](#)
- [Tourism](#)
- [Multi industries](#)

#### **PHYSICAL LOCATION OF BUSINESS**

- [Community](#)
- [Home based](#)
- [Internet based](#)

#### **BUSINESS FORMAT**

- [An existing business](#)
- [Family owned business](#)
- [Franchise](#)

## **LEGAL MATTERS IN THE PLANNING STAGE**

- [Permits or licenses requirements](#)
- [Selecting a form of business organization](#)
- [Naming the business](#)
- [Copyrights, trade names and trademarks](#)
- [Other legal matters](#)

## **BUSINESS FINANCING**

- [Planning your business financing](#)
- [Business loans](#)
- [Business grants](#)
- [Pricing your products/services](#)

## **WRITING A BUSINESS PLAN**

- [How to write a business plan](#)
- [Examples of specific types of business plans](#)
- [Presenting the business plan using Power Point](#)

## **WRITING A MARKETING PLAN**

- [How to write a marketing plan](#)
- [Examples of marketing plans](#)

## **GETTING STARTED**

- [Registering the business](#)
- [Obtaining licenses and/or permits](#)
- [Setting up a financial record keeping system](#)
- [Selecting, acquiring, and managing equipment and supplies](#)
- [Developing your customer service](#)
- [Using postal and shipping services](#)
- [Offering credit and/or credit cards](#)
- [Tax planning](#)
- [Insurance needs and responsibilities](#)

## **EMPLOYMENT INFORMATION**

- [Becoming an employer](#)
- [Employment Insurance](#)
- [Managing Employees](#)
- [Labor Taxes](#)

- [Building your workforce](#)
- [Using independent contractors](#)

## **MARKETING AND ADVERTISING THE BUSINESS**

- [Using business signs](#)
- [Developing Marketing strategies](#)

## **EXPANDING YOUR MARKET**

- [Franchising](#)
- [International trade](#)
- [Doing business with the government \(contracting\)](#)

## **LOOKING AHEAD**

- [Growing your business](#)
- [Planning for disasters](#)
- [Guarding you business against scams](#)
- [Measuring and comparing your business financial profile](#)
- [Developing your management skills](#)
- [Closing your business](#)
- [Planning for retirement](#)

## TABLE OF CONTENTS

### PRINT VERSION

<u>TOPIC</u>	<u>PAGE</u>
<b>THINKING ABOUT STARTING A BUSINESS?</b> .....	7
Start-up evaluation .....	7
Basic sources of assistance .....	7
More sites to explore .....	9
Small business resources in other languages .....	11
<b>CONNECTING WITH THE BUSINESS COMMUNITY</b> .....	11
Chambers of commerce and regional business associations .....	11
Entrepreneur groups and agencies focused on similar heritage, gender or special interests .....	13
Trade Shows (Online trade show listings) .....	14
<b>TYPE OF BUSINESS</b> .....	15
Retail .....	15
Construction .....	15
Manufacturing .....	17
Service .....	17
<b>SPECIFIC INDUSTRIES</b> .....	18
Clothing/Apparel .....	18
Fishing and seafood .....	18
Food and food service .....	18
Landscaping .....	19
Tourism .....	19
Multi industries .....	20
<b>PHYSICAL LOCATION OF BUSINESS</b> .....	21
Community .....	21
<b>Home based</b> .....	21
<b>Internet based</b> .....	22
<b>BUSINESS FORMAT</b> .....	23
An existing business .....	23
Family owned business .....	24
Franchise .....	24
<b>LEGAL MATTERS IN THE PLANNING STAGE</b> .....	25
Permits or licenses requirement .....	25
Selecting a form of business organization .....	25
Naming the business .....	26
Copyrights, trade names, and trademarks .....	26
Other legal matters .....	27
<b>BUSINESS FINANCING</b> .....	27
Planning your business financing .....	27
Business Loans .....	28
Business grants .....	29

Pricing your products/services .....	29
<b>WRITING A BUSINESS PLAN</b> .....	30
How to write a business plan.....	30
Examples of specific types of business plans .....	30
Presenting the business plan using Power Point.....	30
<b>WRITING A MARKETING PLAN</b> .....	31
How to write a marketing plan.....	31
Examples of marketing plans .....	31
<b>GETTING STARTED</b> .....	31
Registering the business.....	31
Obtaining licenses and/or permits .....	31
Setting up a financial record keeping system .....	32
Selecting, acquiring, and managing equipment and supplies.....	32
Developing your customer service .....	33
Using postal and shipping services .....	33
Offering credit and/or credit cards .....	34
Tax planning.....	34
Insurance needs and responsibilities .....	35
<b>EMPLOYMENT INFORMATION</b> .....	35
Becoming an Employer .....	35
Employment Insurance.....	35
Managing Employees .....	35
Labor Taxes .....	35
Building your workforce.....	36
Using independent contractors .....	37
<b>MARKETING AND ADVERTISING THE BUSINESS</b> .....	37
Using business signs.....	37
Developing marketing strategies .....	37
<b>EXPANDING YOUR MARKET</b> .....	38
Franchising.....	38
International trade .....	38
Doing business with the government (Contracting).....	38
<b>LOOKING AHEAD</b> .....	39
Growing your business.....	40
Planning for disasters .....	40
Guarding your business against scams.....	40
Scams Against Businesses .....	40
Measuring and comparing your business financial profile.....	40
Developing you management skills.....	40
Closing your business .....	40
Planning for retirement .....	41

## **THINKING ABOUT STARTING A BUSINESS?**

### **Start-up evaluation**

[CCH Business Owner's Toolkit | Do You Have What It Takes?](http://toolkit.cch.com/text/P01_0001.asp)

URL: [http://toolkit.cch.com/text/P01\\_0001.asp](http://toolkit.cch.com/text/P01_0001.asp)

[Evaluating Your Business Idea](http://www.missouribusiness.net/startup/startup_evaluating.asp)

URL: [http://www.missouribusiness.net/startup/startup\\_evaluating.asp](http://www.missouribusiness.net/startup/startup_evaluating.asp)

[Small Business Administration | STARTUP BASICS](http://www.sba.gov/starting_business/index.html)

URL: [http://www.sba.gov/starting\\_business/index.html](http://www.sba.gov/starting_business/index.html)

[Starting a Small Business: Before You Start Checklist](http://www.bizmove.com/starting/m1v.htm)

URL: <http://www.bizmove.com/starting/m1v.htm>

### **Basic sources of assistance**

[The Official Web Site for The State of New Jersey | Running a Business](http://www.state.nj.us/nj/business/running/)

URL: <http://www.state.nj.us/nj/business/running/>

[NJ Commerce - Small Business Services](http://www.state.nj.us/commerce/smbus_overview.shtml)

URL: [http://www.state.nj.us/commerce/smbus\\_overview.shtml](http://www.state.nj.us/commerce/smbus_overview.shtml)

[New Jersey Economic Development Authority - Entrepreneurial Services](http://www.njeda.com/Entrepreneurialservices_menu.asp)

URL: [http://www.njeda.com/Entrepreneurialservices\\_menu.asp](http://www.njeda.com/Entrepreneurialservices_menu.asp)

[Lakewood Township: Lakewood Development Corp.](http://www.twp.lakewood.nj.us/bus_help.htm)

URL: [http://www.twp.lakewood.nj.us/bus\\_help.htm](http://www.twp.lakewood.nj.us/bus_help.htm)

[Money Matters NJ / Why Use a CPA?](http://www.moneymattersnj.com/whyuseacpa/index.cfm)

URL: <http://www.moneymattersnj.com/whyuseacpa/index.cfm>

[NJSBA - Lawyer Referral Services](http://www.njsba.com/lawyer_referral/)

URL: [http://www.njsba.com/lawyer\\_referral/](http://www.njsba.com/lawyer_referral/)

[Minority Development Centers](http://www.mbda.gov/?section_id=1&parent_bucket_id=151&content_id=2264#nyc)

URL: [http://www.mbda.gov/?section\\_id=1&parent\\_bucket\\_id=151&content\\_id=2264#nyc](http://www.mbda.gov/?section_id=1&parent_bucket_id=151&content_id=2264#nyc)

[Business Climate - Atlantic County Economic Development](http://www.acbiz.org/Main/Biz_Climate/ECD_biz_climate.asp)

URL: [http://www.acbiz.org/Main/Biz\\_Climate/ECD\\_biz\\_climate.asp](http://www.acbiz.org/Main/Biz_Climate/ECD_biz_climate.asp)

[Ocean County Department of Planning - Economic Development](http://www.ocean.nj.us/planning/econdev.htm)

URL: <http://www.ocean.nj.us/planning/econdev.htm>

[Ocean County Library - BUSINESS SEMINARS AND RESOURCES 2006](http://www.oceancountylibrary.org/HUH/BusinessOutreach/bo.htm)

URL: <http://www.oceancountylibrary.org/HUH/BusinessOutreach/bo.htm>

[Online Women's Business Center](http://www.onlinewbc.gov/) (relevant to all-not just women)

URL: <http://www.onlinewbc.gov/>

[U.S. Government Information](http://www.firstgov.gov)

URL: <http://www.firstgov.gov>

[SCORE – Counselors to America's small business](#)

- [SCORE 150 – Ocean County](http://www.oceancountyscore.org)  
URL: <http://www.oceancountyscore.org>
- [SCORE 36 - Monmouth County](http://www.score36.org)  
URL: <http://www.score36.org>
- [SCORE 254 - Southern N.J.](http://www.score254.org) (Serving Burlington, Camden, Gloucester, and Salem counties)  
URL: <http://www.score254.org>
- [SCORE 687 - Tri County](http://tricountyscore.org) (Serving Atlantic, Cape May, and Cumberland counties)  
URL: <http://tricountyscore.org>
- [SCORE NJ](http://www.nj-score.org) (Statewide site)  
URL: <http://www.nj-score.org>
- [SCORE "Counselors to America's Small Business"](http://www.score.org) (National site)  
URL: <http://www.score.org>

[Small Business Development Centers \(SBDC\)](#)

- [New Jersey](http://www.njsbdc.com)  
URL: <http://www.njsbdc.com>
- [NJSBDC - Regional Centers](http://www.njsbdc.com/contact/)  
URL: <http://www.njsbdc.com/contact/>
- [Rutgers-Camden SBDC](http://www.rsbd.org) (Burlington, Camden, Salem, Gloucester)  
URL: <http://www.rsbd.org>

[Registration Guide & Small Business Info.](#)

- [Small Business Administration | STARTUP](http://www.sba.gov/starting_business/index.html)  
URL: [http://www.sba.gov/starting\\_business/index.html](http://www.sba.gov/starting_business/index.html)
- [Small Business Administration - Newark, NJ](http://www.sba.gov/nj/NJ_COUNSELINGT.html)  
URL: [http://www.sba.gov/nj/NJ\\_COUNSELINGT.html](http://www.sba.gov/nj/NJ_COUNSELINGT.html)

- [Women's Business Center of New Jersey](http://www.njawbo.org/html/wbc.html)  
URL: <http://www.njawbo.org/html/wbc.html>

### **More sites to explore**

[About.com - Small Business Information](http://sbinformation.about.com/)

URL: <http://sbinformation.about.com/>

[Champions of Small Business](http://www.allbusiness.com/)

URL: <http://www.allbusiness.com/>

[Bank of America | Small Business | Resource Center | Overview](http://www.bankofamerica.com/smallbusiness/resourcecenter/index.cfm?template=overview&statecheck=NJ)

URL: <http://www.bankofamerica.com/smallbusiness/resourcecenter/index.cfm?template=overview&statecheck=NJ>

[Business Credit Cards, Charge Cards And Business Lines Of Credit By OPEN : From American Express](http://home.americanexpress.com/home/open.shtml)

<http://home.americanexpress.com/home/open.shtml>

[Microsoft Small Business Center](http://www.microsoft.com/smallbusiness/small-business-plus/sign-up.aspx)

URL: <http://www.microsoft.com/smallbusiness/small-business-plus/sign-up.aspx>

[Business.com - The Business Search Engine® and Business Directory for Business Information](http://www.business.com/)

URL: <http://www.business.com/>

[Business.gov](http://www.business.gov/)

URL: <http://www.business.gov/>

[Commerce Clearinghouse - Business Owner's Toolkit](http://www.cch.com)

URL: <http://www.cch.com>

[Entrepreneur- Magazine links to specialized sites.](http://www.entrepreneur.com)

URL: <http://www.entrepreneur.com>

[The Entrepreneurs' Help Page](http://www.tannedfeet.com)

URL: <http://www.tannedfeet.com>

[Kauffman eVenturing : the entrepreneur's trusted guide to high growth](http://www.eventuring.org/eShip/appmanager/eVenturing/eVenturingDesktop)

URL: <http://www.eventuring.org/eShip/appmanager/eVenturing/eVenturingDesktop>

[First Gov - U.S. Government's Official Web Portal.](http://www.firstgov.gov/Business/Business_Gateway.shtml)

URL: [http://www.firstgov.gov/Business/Business\\_Gateway.shtml](http://www.firstgov.gov/Business/Business_Gateway.shtml)

[Business News and Financial News at Forbes.com](http://www.forbes.com)

URL: <http://www.forbes.com>

[Government Guide -- Small Business](http://www.governmentguide.com/small_business.adp?id=16102151)

URL: [http://www.governmentguide.com/small\\_business.adp?id=16102151](http://www.governmentguide.com/small_business.adp?id=16102151)

[INC.com](http://www.inc.com)

URL: <http://www.inc.com>

[Missouri Small Business Development Centers](http://www.missouribusiness.net/sbdc/index.asp)

URL: <http://www.missouribusiness.net/sbdc/index.asp>

[Start a business, Write a business plan, Be Your Own Boss!](http://www.myownbusiness.org/index.html)

URL: <http://www.myownbusiness.org/index.html>

[National Federation of Independent Business - Tools & Tips](http://www.nfib.com/page/toolsHome)

URL: <http://www.nfib.com/page/toolsHome>

[Money Matters NJ / Small Business](http://www.moneymattersnj.com/smallbiz/index.cfm)

URL: <http://www.moneymattersnj.com/smallbiz/index.cfm>

[NOLO - Business & Human Resources - Resource Center](http://www.nolo.com/resource.cfm/catID/1745D9A3-D50D-4AAD-BFB3ED609A4EE3F5/111/)

URL: <http://www.nolo.com/resource.cfm/catID/1745D9A3-D50D-4AAD-BFB3ED609A4EE3F5/111/>

[Office Depot - Small Business Development and Business Information Center](http://www.officedepot.com/businesscenter.do)

URL: <http://www.officedepot.com/businesscenter.do>

[PeerSpectives](http://www.peerspectives.org)

URL: <http://www.peerspectives.org>

[Small Business Development Center](http://sbdcnets.utsa.edu)

URL: <http://sbdcnets.utsa.edu>

[Small Business Knowledge Base](http://www.bizmove.com)

URL: <http://www.bizmove.com>

[Small Business School](http://www.smallbusinessschool.org)

URL: <http://www.smallbusinessschool.org>

[SBA - E- business Institute - Homepage](http://www.sba.gov/training/)

URL: <http://www.sba.gov/training/>

[Startup Journal - The Wall Street Journal for Entrepreneurs](http://www.startupjournal.com/)

URL: <http://www.startupjournal.com/>

[USATODAY.com](http://www.usatoday.com)

URL: <http://www.usatoday.com/money/smallbusiness/front.htm>

[Business.gov - U.S. Business Advisor](http://www.business.gov)

URL: <http://www.business.gov/>

[Verizon Online - Run Your Business](http://business.verizon.net/news/?id=/run_your_business)

URL: [http://business.verizon.net/news/?id=/run\\_your\\_business](http://business.verizon.net/news/?id=/run_your_business)

[Welcome Business](http://www.welcomebusiness.com)

URL: <http://www.welcomebusiness.com>

### **Small business resources in other languages**

[sbdcnets En Español](http://sbdcnets.utsa.edu/docx/espanol.htm)

URL: <http://sbdcnets.utsa.edu/docx/espanol.htm>

[Cómo Iniciar su Negocio](http://www.sba.gov/espanol/Primeros_Pasos/)

URL: [http://www.sba.gov/espanol/Primeros\\_Pasos/](http://www.sba.gov/espanol/Primeros_Pasos/)

[My Own Business](http://www.myownbusiness.org) (free internet course-available in English, French, Mongolian & Spanish)

URL: [www.myownbusiness.org](http://www.myownbusiness.org)

### **CONNECTING WITH THE BUSINESS COMMUNITY**

#### **Chambers of commerce and regional business associations**

[New Jersey Chamber of Commerce](http://www.njchamber.com)

URL: <http://www.njchamber.com>

[Toms River – Ocean County](http://www.oc-chamber.com)

URL: <http://www.oc-chamber.com>

[Toms River Business Improvement District](http://www.downtowntomriver.com)

URL: <http://www.downtowntomriver.com>

[Bay Head Business Association](http://www.bayhead.org)

URL: <http://www.bayhead.org>

[Jackson](http://www.jacksonchamber.com)

URL: <http://www.jacksonchamber.com>

[Lakewood](http://www.mylakewoodchamber.com)

URL: <http://www.mylakewoodchamber.com>

[Point Pleasant Area C of C](#)

URL: [http:// www.pointpleasantonline.com](http://www.pointpleasantonline.com)

[Point Pleasant Beach](#)

URL: <http://www.ptpleasant.com>

[Seaside Heights Business Improvement District](#)

URL: <http://www.seasideheightstourism.com>

[Southern Ocean County](#)

(Serving all points south of Forked River including Barnegat, Long Beach Island, Stafford and Tuckerton)

URL: <http://www.discoversouthernocean.org>

[Monmouth - Ocean Development Council](#)

URL: <http://www.modc.com>

[Southern New Jersey Development Council](#)

URL: <http://www.snjdc.org>

[Chamber of Commerce of Southern New Jersey](#)

URL: <http://www.chambersnj.com>

Atlantic, Burlington, Cape May, Cumberland, Gloucester and Salem Counties

[Southern Monmouth Chamber of Commerce](#)

URL: <http://www.southernmonmouthchamber.com/>

[United States Chamber of Commerce](#)

URL: <http://www.uschamber.com/default>

[National Association for the Self-Employed](#)

URL: <http://www.nase.org/>

[New Jersey Chamber of Commerce](#)

URL: <http://www.njchamber.com/>

[New Jersey Builders Association](#)

URL: <http://www.njba.org/>

[New Jersey Retail Merchants Association](#)

URL: <http://www.njrma.org/>

[New Jersey Association of Women Business Owners](#)

URL: <http://www.njawbo.org/>

**Entrepreneur groups and agencies focused on similar heritage, gender or special interests**

[AARP Small Business Center](#)

URL: [www.aarp-smallbiz.com](http://www.aarp-smallbiz.com)

[Asian Women in Business](#)

URL: <http://www.awib.org/>

[Count-Me-In For Women's Economic Independence](#)

URL: <http://www.count-me-in.org/>

[Dept of Veterans Affairs-Center for Veterans Enterprise](#)

URL: <http://www.vetbiz.gov/default2.htm>

[Hispanic Business](#)

URL: <http://www.hispanicbusiness.com/>

[Minority Business Development Agency](#)

URL: [www.mbd.gov](http://www.mbd.gov)

[National Association of Women Business Owners](#)

URL: <http://www.nawbo.org/>

[New Jersey Association of Women Business Owners](#)

URL: <http://www.njawbo.org/>

[Monmouth Ocean Chapter NJAWBO](#)

URL: <http://www.njawbo-monmouth.org/>

[My Biz for Women - SBA](#)

URL: <http://www.sba.gov/women/>

[National Association for the Self-Employed - Resource for the self-employed and micro-businesses](#)

URL: <http://www.nase.org/>

[National Black Chamber of Commerce](#)

URL: <http://www.nationalbcc.org/>

[National Hispanic Chamber of Commerce](#)

URL: <http://www.usbcc.com/>

[National Women's Business Council](#)

URL: <http://www.nwbc.gov/Links/default.html>

[Online Women's Business Center](http://www.onlinewbc.gov/)

URL: <http://www.onlinewbc.gov/>

[Teen Business Link - Start It, Own It, Grow It](http://www.sba.gov/teens/)

URL: <http://www.sba.gov/teens/>

[US Pan Asian American Chamber of Commerce](http://www.uspaacc.com/portal/)

URL: <http://www.uspaacc.com/portal/>

[Small Business Admin. - Special Interests \(Women, Veterans, Native Americans, Young\)](http://www.sba.gov/starting_business/special/women.html)

URL: [http://www.sba.gov/starting\\_business/special/women.html](http://www.sba.gov/starting_business/special/women.html)

[VetBiz.gov Center for Veterans Enterprise](http://www.vetbiz.gov/default2.htm)

URL: <http://www.vetbiz.gov/default2.htm>

[Vetgazette - Subscription From SBA](http://web.sba.gov/list/)

URL: <http://web.sba.gov/list/>

[Women Entrepreneurship in the 21<sup>st</sup> Century](http://www.women-21.gov/)

URL: <http://www.women-21.gov/>

**Trade Shows (Online trade show listings)**

Many of the local Chambers of Commerce have business to business events which are good learning and networking experiences. Regional and national tradeshows provide you with industry knowledge as well as future marketing opportunities.

[TSNN - The Ultimate Trade Show Directory](http://www.tsnn.com/)

URL: <http://www.tsnn.com/>

[Tradeshow Week Online](http://www.tradeshowweek.com/)

URL: <http://www.tradeshowweek.com/>

[SBA - Marketing | Trade Shows](http://www.sba.gov/starting_business/marketing/tradeshows.html)

URL: [http://www.sba.gov/starting\\_business/marketing/tradeshows.html](http://www.sba.gov/starting_business/marketing/tradeshows.html)

[NJBIZ.com - All Business All New Jersey](http://www.njbiz.com/)

URL: <http://www.njbiz.com/>

[Podcasting](http://www.nypl.org/research/sibl/smallbiz/sbrc/Pages/index.cfm)

URL: <http://www.nypl.org/research/sibl/smallbiz/sbrc/Pages/index.cfm>

## **TYPE OF BUSINESS**

### **Retail**

[Resource Library: Focus on Industry and Business Types](#)

URL: <http://www.missouribusiness.net/library/industry.asp>

[Retail Marketing Association Articles - Retailing Column](#)

URL: <http://njsbdc.com/retail/>

[Planning A retail Store](#)

URL: <http://www.bizmove.com/starting/m1f3.htm>

[National Retail Federation](#)

URL: <http://www.nrf.com/content/default.asp?folder=home&file=main.htm>

[Retail Industry Buying Guide](#)

URL: <http://www.stores.org/buying-guide/>

[Retailing, Shopping, and Consumer Issues: KnowThis.com](#)

URL: <http://www.knowthis.com/retail.htm>

[Small Business Administration - Business Plan for Small Retail Firms](#)

URL: <http://www.sba.gov/library/pubs.html>

[About Retail Industry - Retailing News Trends Jobs Sales Statistics and More](#)

URL: <http://retailindustry.about.com/>

[National Federation of Independent Businesses](#)

URL: <http://www.nfib.com/page/home>

[NYPL, Small Business Video Seminars](#)

URL: <http://www.nypl.org/research/sibl/smallbiz/video.html>

### **Construction**

[Contractors License Reference Site](#)

URL: <http://www.contractors-license.org/>

[Home Improvement Contractor Registration Regulations](#)

URL: <http://www.state.nj.us/lps/ca/contractor.htm>

[Construction Codes and Standards](#)

URL: <http://www.state.nj.us/dca/codes/>

[Planning A Small Construction firm](http://www.bizmove.com/starting/m1f5.htm)

URL: <http://www.bizmove.com/starting/m1f5.htm>

[Small Business Administration - Business Plan for Small Construction Firms](http://www.sba.gov/library/pubs.html)

URL: <http://www.sba.gov/library/pubs.html>

[SBA - Financing | What's a Surety Bond?](http://www.sba.gov/financing/bonds/whatis.html)

URL: <http://www.sba.gov/financing/bonds/whatis.html>

[First Source: The definitive source for information on Building Products and Building Product Manufacturers](http://www.firstsourceonl.com/)

URL: <http://www.firstsourceonl.com/>

[State of New Jersey Division of Taxation](http://www.state.nj.us/treasury/taxation/index.html?pubs.htm~mainFrame)

URL: <http://www.state.nj.us/treasury/taxation/index.html?pubs.htm~mainFrame>

[McGraw-Hill Construction Network® for products](http://www.sweets.construction.com/)

URL: <http://www.sweets.construction.com/>

[McGraw Hill Construction](http://www.construction.com/)

URL: <http://www.construction.com/>

[NorthWest Builders Network](http://www.nwbuildnet.com/stores/)

URL: <http://www.nwbuildnet.com/stores/>

[Regional Alliance for Small Contractors](http://www.regional-alliance.org/)

URL: <http://www.regional-alliance.org/>

[National Association of Home Builders](http://www.nahb.org/)

URL: <http://www.nahb.org/>

[NJ Smart Start Buildings - Energy Efficiency](http://www.njsmartstartbuildings.com/)

URL: <http://www.njsmartstartbuildings.com/>

[Planning A Small Construction firm](http://www.bizmove.com/starting/m1f5.htm)

URL: <http://www.bizmove.com/starting/m1f5.htm>

[NJ Licensing and Certification Inquiry](https://www6.state.nj.us/CEG_LCI/lciinquiry.jsp)

URL: [https://www6.state.nj.us/CEG\\_LCI/lciinquiry.jsp](https://www6.state.nj.us/CEG_LCI/lciinquiry.jsp)

[Construction Related Links from the IRS](http://www.irs.gov/businesses/small/industries/content/0,,id=99329,00.html)

URL: <http://www.irs.gov/businesses/small/industries/content/0,,id=99329,00.html>

## **Manufacturing**

### [Small Business Administration - Business Plan for Small Manufacturers](http://www.sba.gov/library/pubs.html)

URL: <http://www.sba.gov/library/pubs.html>

### [SBDCNET - Manufacturing](http://sbdcnets.utsa.edu/industry/manufact.htm)

URL: <http://sbdcnets.utsa.edu/industry/manufact.htm>

### [Food and Drug Administration - Product Regulations](http://www.fda.gov/)

URL: <http://www.fda.gov/>

### [MasterCard Small Business Resource Center - Latest Industry Developments](http://www.mastercardbusiness.com/mcbizdocs/smallbiz/resourcecenter/resourcecenter.html)

URL: <http://www.mastercardbusiness.com/mcbizdocs/smallbiz/resourcecenter/resourcecenter.html>

### [Thomas Register - Industrial Suppliers And Products](http://www.thomasregister.com/)

URL: <http://www.thomasregister.com/>

### [Manufacturers' Agents National Association](http://www.manaonline.org/)

URL: <http://www.manaonline.org/>

## **Service**

### [Small Business Administration - Business Plan for Small Service Firms](http://www.sba.gov/library/pubs.html)

URL: <http://www.sba.gov/library/pubs.html>

### [Planning A Service Business](http://www.bizmove.com/starting/m1f2.htm)

URL: <http://www.bizmove.com/starting/m1f2.htm>

### [Childcare.gov](http://www.childcare.gov)

URL: [www.childcare.gov](http://www.childcare.gov)

Web site designed to bring all federal agency resources about childcare into one place.

### [Industry Guides for Starting a Service Oriented Business](http://www.missouribusiness.net/iag/index.asp)

URL: <http://www.missouribusiness.net/iag/index.asp>

### [Permits, Licenses & Certification](https://www6.state.nj.us/CEG_LCI/lciinquiry.jsp)

URL: [https://www6.state.nj.us/CEG\\_LCI/lciinquiry.jsp](https://www6.state.nj.us/CEG_LCI/lciinquiry.jsp)

### [Cleaning Directories - Information About the Cleaning Industry](http://www.cleaningdirectories.com/)

URL: <http://www.cleaningdirectories.com/>

## **SPECIFIC INDUSTRIES**

### **Clothing/Apparel**

[Apparel Search - Information for the Fashion Industry](http://www.apparelsearch.com/Apparel_Search_2.htm)

URL: [http://www.apparelsearch.com/Apparel\\_Search\\_2.htm](http://www.apparelsearch.com/Apparel_Search_2.htm)

[Fashioncenter.com](http://www.fashioncenter.com/industryLinks.html)

URL: <http://www.fashioncenter.com/industryLinks.html>

[Fashionindex.com](http://www.fashionindex.com/)

URL: <http://www.fashionindex.com/>

[Arts and Crafts Business - craft shows retail wholesale supplies selling crafts](http://artsandcrafts.about.com/)

URL: <http://artsandcrafts.about.com/>

[Creative Arts & Music - Resource Center](http://www.nolo.com/resource.cfm/catID/B0602CF7-ABD8-4E42-BA43CC5D1C51DCE8/310/238/)

URL: <http://www.nolo.com/resource.cfm/catID/B0602CF7-ABD8-4E42-BA43CC5D1C51DCE8/310/238/>

### **Fishing and seafood**

[Fishing Information Newsletter - IRS Information About the Fishing Industry](http://www.irs.gov/businesses/small/industries/article/0,,id=112707,00.html)

URL: <http://www.irs.gov/businesses/small/industries/article/0,,id=112707,00.html>

[FIS - Fish Information & Services](http://www.fis.com/)

URL: <http://www.fis.com/>

[NDJA - Fish & Seafood Development Program](http://www.jerseyseafood.nj.gov/aquaculture.html)

URL: <http://www.jerseyseafood.nj.gov/aquaculture.html>

### **Food and food service**

[Bakery Net - Baking Industry Information](http://www.bakery-net.com/)

URL: <http://www.bakery-net.com/>

[Food and Drug Administration](http://www.fda.gov/)

URL: <http://www.fda.gov/>

[FoodSafety.gov - Gateway to Government Food Safety Information](http://www.foodsafety.gov/)

URL: <http://www.foodsafety.gov/>

[Food Service Product Link](http://www.foodservicebuyersguide.com/)

URL: <http://www.foodservicebuyersguide.com/>

[IDDBA - the International Dairy-Deli-Bakery Association](http://www.iddba.org/)

URL: <http://www.iddba.org/>

[Mattson - Innovation for the Food Industry](http://www.foodcom.com/what_we_do.htm)

URL: [http://www.foodcom.com/what\\_we\\_do.htm](http://www.foodcom.com/what_we_do.htm)

[National Restaurant Association](http://www.restaurant.org/)

URL: <http://www.restaurant.org/>

[New Jersey Restaurant Association](http://www.njra.org/)

URL: <http://www.njra.org/>

[RestaurantOwner.com - For Independent Restaurant Owners](http://www.restaurantowner.com)

URL: <http://www.restaurantowner.com>

[Restaurant Related Sources](http://www.irs.gov/businesses/small/industries/content/0,,id=98720,00.html)

URL: <http://www.irs.gov/businesses/small/industries/content/0,,id=98720,00.html>

[Restaurants Foodservice](http://sbdcnets.utsa.edu/industry/restaurants.htm)

URL: <http://sbdcnets.utsa.edu/industry/restaurants.htm>

[Serving Up Safety - Occupational Safety & Health Standards for the Restaurant Industry](http://www.nsbdcnep.org/restsafety/Docindex.html)

URL: <http://www.nsbdcnep.org/restsafety/Docindex.html>

## **Landscaping**

[ANLA - American Nursery & Landscape Association](http://www.anla.org/)

URL: <http://www.anla.org/>

[Landscape Management - Online Journal](http://www.landscapemanagement.net/landscape/)

URL: <http://www.landscapemanagement.net/landscape/>

[LandscapeOnline.com - Landscape Development Industry](http://www.landscapeonline.com/)

URL: <http://www.landscapeonline.com/>

[NJLCA - NJ Landscape Contractors Association](http://www.njlca.org/)

URL: <http://www.njlca.org/>

## **Tourism**

[Amusement Business.com - Resources for Amusement Parks, Fairs & Carnivals](http://www.amusementbusiness.com/amusementbusiness/index.jsp)

URL: <http://www.amusementbusiness.com/amusementbusiness/index.jsp>

[New Jersey Amusements Association](http://www.njamusements.com/)

URL: <http://www.njamusements.com/>

[Ocean County Tourism](http://www.oceancountygov.com/)

URL: <http://www.oceancountygov.com/>

[Running, Owning, Starting a Bed and Breakfast in New Jersey NJ](http://www.njinns.com/membership-aspiring.htm)

URL: <http://www.njinns.com/membership-aspiring.htm>

[National Restaurant Association - Facts on Tourism](http://www.restaurant.org/tourism/facts.cfm)

URL: <http://www.restaurant.org/tourism/facts.cfm>

[New Jersey Hotel & Lodging Association](http://www.njhla.com/)

URL: <http://www.njhla.com/>

[New Jersey Travel & Tourism Industry Information](http://www.state.nj.us/travel/industry/index.shtml)

URL: <http://www.state.nj.us/travel/industry/index.shtml>

**Multi industries**

[Fuld & Company - Internet Intelligence Index](http://www.fuld.com/Tindex/l3.html)

URL: <http://www.fuld.com/Tindex/l3.html>

[SBDCNET - Industry Related Links](http://sbdcnet.utsa.edu/SBIC/industry.htm)

URL: <http://sbdcnet.utsa.edu/SBIC/industry.htm>

[Resource Library: Focus on Industry and Business Types](http://www.missouribusiness.net/library/industry.asp#iag)

URL: <http://www.missouribusiness.net/library/industry.asp#iag>

[Federal Trade Commission - Business Information](http://www.ftc.gov/bcp/menu-prod.htm#bized)

URL: <http://www.ftc.gov/bcp/menu-prod.htm#bized>

[Market Segment Understandings \(MSU\)](http://www.irs.gov/businesses/small/article/0,,id=98944,00.html)

URL: <http://www.irs.gov/businesses/small/article/0,,id=98944,00.html>

[National Information Clearinghouse - Newsletters by Industry](http://sbdcnet.utsa.edu/E-Newsletters.htm)

URL: <http://sbdcnet.utsa.edu/E-Newsletters.htm>

[Industries/Professions](http://www.irs.gov/businesses/small/industries/index.html)

URL: <http://www.irs.gov/businesses/small/industries/index.html>

[Business.com - The Business Search Engine® and Business Directory for Business Information](http://www.business.com/)

URL: <http://www.business.com/>

## **PHYSICAL LOCATION OF BUSINESS**

### **Community**

#### [U.S. Census Bureau Economic Programs](http://www.census.gov/econ/www/index.html)

URL: <http://www.census.gov/econ/www/index.html>

#### [CenStats Databases - County Business Patterns](http://censtats.census.gov/)

URL: <http://censtats.census.gov/>

#### [American Community Survey - 2004](http://www.census.gov/acs/www/)

URL: <http://www.census.gov/acs/www/>

#### [Ocean County Department of Planning - Fast Facts](http://www.planning.co.ocean.nj.us/econdev.htm)

URL: <http://www.planning.co.ocean.nj.us/econdev.htm>

#### [Ocean County Workforce Investment Board](http://www.co.ocean.nj.us/wib)

URL: <http://www.co.ocean.nj.us/wib>

#### [New Jersey Business Resource Center - Small Business Information Center](http://www.njbrc.org/search.php?keywords=Small+Business&addparams=dmxargs%3D03u3hs9yoajk0OQSDCRBQjTwJLVtWwWFSgQLzwL6ltUME_Ilu_3t5dGqs4m8lkvBwS7RWxRHHkwa9sNCsubMTr8hOB-C8YZEFqY7rq2f0fY5qDXJ8RYUjCr7K27IMdt6wfqnfW930LunMdd2WDaYkCAOsTPOniNBXCupdS5QZqlvPHyAFEkB28gQG_FxUVNA..&sid=ffd80724829f8f34dec95c563237c0ec)

URL: [http://www.njbrc.org/search.php?keywords=Small+Business&addparams=dmxargs%3D03u3hs9yoajk0OQSDCRBQjTwJLVtWwWFSgQLzwL6ltUME\\_Ilu\\_3t5dGqs4m8lkvBwS7RWxRHHkwa9sNCsubMTr8hOB-C8YZEFqY7rq2f0fY5qDXJ8RYUjCr7K27IMdt6wfqnfW930LunMdd2WDaYkCAOsTPOniNBXCupdS5QZqlvPHyAFEkB28gQG\\_FxUVNA..&sid=ffd80724829f8f34dec95c563237c0ec](http://www.njbrc.org/search.php?keywords=Small+Business&addparams=dmxargs%3D03u3hs9yoajk0OQSDCRBQjTwJLVtWwWFSgQLzwL6ltUME_Ilu_3t5dGqs4m8lkvBwS7RWxRHHkwa9sNCsubMTr8hOB-C8YZEFqY7rq2f0fY5qDXJ8RYUjCr7K27IMdt6wfqnfW930LunMdd2WDaYkCAOsTPOniNBXCupdS5QZqlvPHyAFEkB28gQG_FxUVNA..&sid=ffd80724829f8f34dec95c563237c0ec)

#### [Finding and Renting Space for Your Business - Resource Center](http://www.nolo.com/resource.cfm/catID/38E631AA-2ACA-49D6-B5A793A1D63BB6C6/111/228/142/)

URL: <http://www.nolo.com/resource.cfm/catID/38E631AA-2ACA-49D6-B5A793A1D63BB6C6/111/228/142/>

#### [How to Decide on a Retail site](http://www.bizmove.com/starting/m1o.htm)

URL: <http://www.bizmove.com/starting/m1o.htm>

#### [Pick A Location - Business.Gov](http://www.business.gov/phases/launching/pick_location/index.html)

URL: [http://www.business.gov/phases/launching/pick\\_location/index.html](http://www.business.gov/phases/launching/pick_location/index.html)

#### [Zoning Rules for Home Businesses](http://www.nolo.com/article.cfm/objectID/BE032B3F-3965-4B21-8939DCD0C9538D5B/111/159/264/ART/)

URL: <http://www.nolo.com/article.cfm/objectID/BE032B3F-3965-4B21-8939DCD0C9538D5B/111/159/264/ART/>

### **Home based**

#### [Home Based Business, At Home Business Opportunities - Entrepreneur.com](http://www.entrepreneur.com/homeoffice/0,6289,,00.html)

URL: <http://www.entrepreneur.com/homeoffice/0,6289,,00.html>

[The Business Plan for the Home-Based Business](#)

URL: <http://www.sba.gov/library/pubs/mp-15.doc>

[SBDCNET - Home Business](#)

URL: <http://sbdcnets.utsa.edu/SBIC/home.htm>

[Home Business Success](#)

URL: <http://www.bizmove.com/home-business/index.htm>

[Focus on Industry and Business Types - Home-Based Businesses](#)

URL: <http://www.missouribusiness.net/library/industry.asp#hbb>

Scroll down to Home-Based Business

[10 Things You Should Know About Working From Home](#)

URL: <http://www.inc.com/articles/2000/07/19800.html>

**Internet based**

[Federal Trade Commission - Advertising Guidance](#)

URL: <http://www.ftc.gov/bcp/guides/guides.htm>

[SBA/ SCORE eCom Resource Center](#)

URL: <http://www.ecomresourcecenter.com>

[SCORE Counselors to America's Small Business - Online Workshops](#)

URL: <http://www.va-interactive.com/score/>

[E-Business](#)

URL: <http://www.score.org/readingroom.html>

[SBDCNET E-Commerce Guide](#)

URL: <http://sbdcnets.utsa.edu/SBIC/e-com.htm>

[SBA - E- business Institute - Homepage](#)

URL: <http://www.sba.gov/training/courses.html>

[MasterCard® Working™ for Small Business](#)

URL: <http://www.mastercard.com/us/business/en/smallbiz/index.html>

[Webmonkey: The Web Developer's Resource](#)

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

Select - How To Library > E Business > Building – Marketing – Tracking (site provides 3 levels of instruction)

[Internet Business Plan and Web Strategy - Bplans.com](#)

URL: <http://www.bplans.com/eb/>

[About guide to e-commerce solutions for online business.](http://onlinebusiness.about.com/od/shoppingcarts/)

URL: <http://onlinebusiness.about.com/od/shoppingcarts/>

[Web Marketing Today -- E-Commerce, E-Mail, Internet Marketing, and Ecommerce - Wilson Internet](http://www.wilsonweb.com/)

URL: <http://www.wilsonweb.com/>

[WorkZ : Helping Small Business Grow](http://www.workz.com/content/view_content.html?section_id=530)

URL: [http://www.workz.com/content/view\\_content.html?section\\_id=530](http://www.workz.com/content/view_content.html?section_id=530)

[SearchTechTarget.com](http://searchtechtarget.techtarget.com/gateway/home/0,294078,sid38,00.html)

URL: <http://searchtechtarget.techtarget.com/gateway/home/0,294078,sid38,00.html>

[InterNIC | The Internet's Network Information Center](http://www.internic.net/)

Established to provide the public with information regarding Internet domain names and also registration services

URL: <http://www.internic.net/>

[How to Start an eBay Business](http://www.entrepreneur.com/ebaycenter/0,6316,,00.html)

URL: <http://www.entrepreneur.com/ebaycenter/0,6316,,00.html>

[Starting an eBusiness: eCommerce Tools and Tips.](http://www.entrepreneur.com/ebusiness/0,6292,,00.html)

URL: <http://www.entrepreneur.com/ebusiness/0,6292,,00.html>

[Search Engine Submission, Registration & Optimization Service for your Web Site](http://www.submit-it.com)

URL: <http://www.submit-it.com>

## **BUSINESS FORMAT**

### **An existing business**

[Small Business Administration | STARTUP](http://www.sba.gov/starting_business/index.html)

URL: [http://www.sba.gov/starting\\_business/index.html](http://www.sba.gov/starting_business/index.html)

[sbdcnets Finance: Buying or Selling a Business](http://sbdcnets.utsa.edu/SBIC/finance.htm)

URL: <http://sbdcnets.utsa.edu/SBIC/finance.htm>

[About Small Business Information](http://sbinformation.about.com/)

URL: <http://sbinformation.about.com/>

[The Official Web Site for The State of New Jersey | Running a Business](http://www.nj.gov/nj/business/running/index.html)

URL: <http://www.nj.gov/nj/business/running/index.html>

[International Business Brokers Assn.](#)

URL: [www.ibba.org](http://www.ibba.org)

[7 tips for buying a business](#)

URL: [http://www.microsoft.com/smallbusiness/resources/startups/business\\_opportunities/7\\_tips\\_for\\_buying\\_a\\_business.mspx](http://www.microsoft.com/smallbusiness/resources/startups/business_opportunities/7_tips_for_buying_a_business.mspx)

[Entrepreneurs' Help Page | Tannedfeet.com: Purchase of an existing business](#)

URL: [http://www.tannedfeet.com/buying\\_businesses.htm](http://www.tannedfeet.com/buying_businesses.htm)

[Buying A Business Podcast - powered by FeedBurner](#)

URL: <http://feeds.feedburner.com/tipstrapswhenbuyingabusiness>

## **Family owned business**

[fambiz.com : The Web's Leading Resource for Family Business Executives & Owners!](#)

URL: <http://www.fambiz.com/home.cfm>

[Family Business Magazine.com](#)

URL: [www.familybusinessmagazine.com](http://www.familybusinessmagazine.com)

[Family Business Forum - A strategic partnership - Rutgers School of Business & Sun National Bank](#)

URL: <http://camden-sbc.rutgers.edu/cme/family-business-forum.html>

[Your Existing Business - Making Changes](#)

URL: [http://www.state.nj.us/njbiz/y\\_chgbusreg.shtml](http://www.state.nj.us/njbiz/y_chgbusreg.shtml)

## **Franchise**

[Federal Trade Commission - franchise and business opportunity](#)

URL: <http://www.ftc.gov/bcp/menu-fran.htm#bized>

[The Franchise Registry](#)

URL: <http://www.franchiseregistry.com/>

[SBA - Starting Your Business| Startup Basics: Buy Franchise](#)

URL: [http://www.sba.gov/starting\\_business/startup/franchise.html](http://www.sba.gov/starting_business/startup/franchise.html)

[Franchise opportunities and business opportunities - Franchise Zone](#)

URL: <http://www.entrepreneur.com/franzone/listings/fran500/0,5831,,00.html>

[franchisehandbook.com - Franchise Directory and Franchising Opportunities](#)

URL: <http://www.franchisehandbook.com/>

[Resource Library: Focus on Industry and Business Types - Franchising](http://www.missouribusiness.net/library/industry.asp#fran)

URL: <http://www.missouribusiness.net/library/industry.asp#fran>

[sbdcnetsbdcnet> Franchise](http://sbdcnetsbdcnet.utsa.edu/SBIC/franchise.htm)

URL: <http://sbdcnetsbdcnet.utsa.edu/SBIC/franchise.htm>

[Entrepreneurs' Help Page | Tannedfeet.com - Buying Franchises](http://www.tannedfeet.com/buying_franchises.htm)

URL: [http://www.tannedfeet.com/buying\\_franchises.htm](http://www.tannedfeet.com/buying_franchises.htm)

[Franchises for Sale and Businesses for Sale, Franchise Opportunities at Franchise Solutions](http://www.fransol.com/)

URL: <http://www.fransol.com/>

[American Franchisee Assn.](http://www.franchisee.org/)

URL: <http://www.franchisee.org/>

[Federal Trade Commission - Franchise and Business Opportunities](http://www.ftc.gov/bcp/menu-fran.htm)

URL: <http://www.ftc.gov/bcp/menu-fran.htm>

[Better Business Bureau - Business Reports](http://search.bbb.org/)

URL: <http://search.bbb.org/>

## **LEGAL MATTERS IN THE PLANNING STAGE**

### **Permits or licenses requirement**

[Start a Business - Permits, Licenses and Certifications - Professional and Advisory Committies](http://www.state.nj.us/njbiz/s_license.shtml)

URL: [http://www.state.nj.us/njbiz/s\\_license.shtml](http://www.state.nj.us/njbiz/s_license.shtml)

[Legal information from the NJ Small Business Development Center](http://www.njsbdc.com/legal/legal.php)

URL: <http://www.njsbdc.com/legal/legal.php>

[NJ Permits, Licensing, & Certification Guide](https://www.state.nj.us/LCI/licguid.html)

URL: <https://www.state.nj.us/LCI/licguid.html>

### **Selecting a form of business organization**

[Legal information from the NJ Small Business Development Center](http://www.njsbdc.com/legal/legal.php)

URL: <http://www.njsbdc.com/legal/legal.php>

[Start a Business - Types of Businesses](http://www.state.nj.us/njbiz/s_typebiz.shtml)

URL: [http://www.state.nj.us/njbiz/s\\_typebiz.shtml](http://www.state.nj.us/njbiz/s_typebiz.shtml)

[Selecting a Business Structure](https://www.state.nj.us/treasury/revenue/dcr/filing/keyinfo2.htm#struct)

URL: <https://www.state.nj.us/treasury/revenue/dcr/filing/keyinfo2.htm#struct>

[Understanding Legal Structures](#)

URL: [http://www.score.org/readingroom.html#a\\_8](http://www.score.org/readingroom.html#a_8)

[CCH Business Owner's Toolkit](#)

URL: <http://toolkit.cch.com/>

[Business Structures](#)

URL: <http://www.irs.gov/businesses/small/article/0,,id=98359,00.html>

[LLC Formation - Business Incorporation Service - Incorporate Business | The Company Corporation](#)

URL: <http://www.corporate.com/index.jsp?partner=SCORE>

[Q&A: Small Business and the SEC](#)

URL: <http://www.sec.gov/info/smallbus/qasbsec.htm>

**Naming the business**

[Legal information from the NJ Small Business Development Center](#)

URL: <http://www.njsbdc.com/legal/legal.php>

[Check Business Name Availability](#)

URL: <http://www.state.nj.us/treasury/revenue/checkbusiness.htm>

[Domain Name Availability - Web Hosting, web site design and domains from Network Solutions](#)

URL: <http://www.networksolutions.com/home.jsp;jsessionid=ef7f44c68ff7556954d4ab154ace;pN5Y?layoutIdIndex=0>

[Naming Your Business - Resource Center](#)

URL: <http://www.nolo.com/resource.cfm/catID/7037786D-4688-4C4E-947C609C7CCFE81A/111/228/195/>

[How to Name Your Business](#)

URL: <http://www.entrepreneur.com/article/0,4621,265010,00.html>

**Copyrights, trade names, and trademarks**

[Trademark Electronic Search System \(TESS\)](#)

URL: <http://tess2.uspto.gov/bin/gate.exe?f=tess&state=r62rfo.1.1>

[Cyber Squatting - Entrepreneurs' Help Page | Tannedfeet.com](#)

URL: <http://www.tannedfeet.com/cybersquatting.htm>

[Patents - US Patent & Trademark Office](http://www.uspto.gov/main/patents.htm)

URL: <http://www.uspto.gov/main/patents.htm>

[Trademarks - US Patent & Trademark Office](http://www.uspto.gov/main/trademarks.htm)

URL: <http://www.uspto.gov/main/trademarks.htm>

[U.S. Copyright Office](http://www.copyright.gov/)

URL: <http://www.copyright.gov/>

[Small Business Administration - Protect your idea](http://www.sba.gov/starting_business/startup/guide4.html#protecting)

URL: [http://www.sba.gov/starting\\_business/startup/guide4.html#protecting](http://www.sba.gov/starting_business/startup/guide4.html#protecting)

[Patents, Copyright & Art - Resource Center](http://www.nolo.com/resource.cfm/catID/FD8C060B-5DD4-4809-A53ECCF6BBD87E32/310/)

URL: <http://www.nolo.com/resource.cfm/catID/FD8C060B-5DD4-4809-A53ECCF6BBD87E32/310/>

[Patent Café](http://www.patentcafe.com/)

URL: <http://www.patentcafe.com/>

[Business Entity Filing Forms](http://www.state.nj.us/treasury/revenue/dcr/geninfo/corpman.html#TMSM)

URL: <http://www.state.nj.us/treasury/revenue/dcr/geninfo/corpman.html#TMSM>

**Other legal matters**

[Business Laws](http://www.business.gov/topics/business_laws/)

URL: [http://www.business.gov/topics/business\\_laws/](http://www.business.gov/topics/business_laws/)

[Environmental Issues](http://www.state.nj.us/njbiz/r_enviro.shtml)

URL: [http://www.state.nj.us/njbiz/r\\_enviro.shtml](http://www.state.nj.us/njbiz/r_enviro.shtml)

[Forms and Agreements](http://www.allbusiness.com/forms/forms_index.asp)

URL: [http://www.allbusiness.com/forms/forms\\_index.asp](http://www.allbusiness.com/forms/forms_index.asp)

[Federal Trade Commission](http://www.ftc.gov/ftc/business.htm)

(Regulations related to retail, service, construction and other industries)

URL: <http://www.ftc.gov/ftc/business.htm>

[Office of Consumer Protection Home Page](http://www.state.nj.us/lps/ca/ocp.htm)

URL: <http://www.state.nj.us/lps/ca/ocp.htm>

**BUSINESS FINANCING**

**Planning your business financing**

[Business Calculators](http://www.choosetosave.org/calculators/index.cfm?fa=calculators#business)

URL: <http://www.choosetosave.org/calculators/index.cfm?fa=calculators#business>

[Business Planning Calculators - Bplans.com](http://www.bplans.com/bc/)

URL: <http://www.bplans.com/bc/>

[SBA - Financing Basics](http://www.sba.gov/starting_business/financing/basics.html)

URL: [http://www.sba.gov/starting\\_business/financing/basics.html](http://www.sba.gov/starting_business/financing/basics.html)

[Small Business Administration | Financing Topics](http://www.sba.gov/financing/index.html)

URL: <http://www.sba.gov/financing/index.html>

## **Business Loans**

[Financing Resources - Financing Assistance](http://njsbdc.com/financing/)

URL: <http://njsbdc.com/financing/>

[Understanding Loan Agreements](http://www.nfib.com/object/2868660.html)

URL: <http://www.nfib.com/object/2868660.html>

[Mastercard.com - The Small Business Owner's Guide to Financial Control](http://www.mastercard.com/us/business/en/pdf/manage_cash.pdf)

URL: [http://www.mastercard.com/us/business/en/pdf/manage\\_cash.pdf](http://www.mastercard.com/us/business/en/pdf/manage_cash.pdf)

[A Guide to Business Credit for Women, Minorities, and Small Businesses](http://www.federalreserve.gov/pubs/buscredit/default3.htm)

URL: <http://www.federalreserve.gov/pubs/buscredit/default3.htm>

[National Venture Capital Association](http://www.nvca.org/resources/otheruseful.html)

URL: <http://www.nvca.org/resources/otheruseful.html>

[SBA - Financing | Loan Programs: Snap Shot](http://www.sba.gov/financing/sbaloan/snapshot.html)

URL: <http://www.sba.gov/financing/sbaloan/snapshot.html>

[Small Business Administration | Financing](http://www.sba.gov/financing/index.html)

URL: <http://www.sba.gov/financing/index.html>

[BUSINESS LOAN - BUSINESS LENDERS – Why an SBA loan?](http://www.businesslenders.com/sba.htm)

URL: <http://www.businesslenders.com/sba.htm>

[New Jersey Economic Development Authority](http://www.njeda.com/)

URL: <http://www.njeda.com/>

[The Official Web Site for The State of New Jersey | Incentives and Resources](http://www.state.nj.us/nj/business/resources/index.html)

URL: <http://www.state.nj.us/nj/business/resources/index.html>

[USDA Rural Development New Jersey Business Programs](http://www.rurdev.usda.gov/nj/busprog.html)

(Guarantees loans in rural under serviced area)

URL: <http://www.rurdev.usda.gov/nj/busprog.html>

[NJ State - Start a Business - Step by Step](http://www.state.nj.us/njbiz/s_step.shtml)

URL: [http://www.state.nj.us/njbiz/s\\_step.shtml](http://www.state.nj.us/njbiz/s_step.shtml)

[The Greater Newark Business Development Consortium](#)

(Serves as the intermediary for microloans in nine New Jersey counties including Ocean and Monmouth counties.)

URL: <http://www.gnbdc.org/site/gnbdc/section.php?id=11841>

[Microloans](#)

URL: <http://www.sba.gov/financing/sbaloan/microloans.html>

[Intermediaries for microloans](#)

URL: <http://www.microenterpriseworks.org/nearyou/>

**Business grants**

[sbdcnet Finance - Home Business Grants](#)

URL: <http://sbdcnet.utsa.edu/SBIC/finance.htm>

[The Official Web Site for The State of New Jersey | Grants](#)

URL: <http://www.state.nj.us/nj/govinfo/njgov/grants.html>

[SBA - Financing | Federal Grant Resources](#)

URL: <http://www.sba.gov/financing/basics/grants.html>

**Pricing your products/services**

[Pricing Your Products/Services](#)

URL: <http://www.sba.gov/library/pubs/fm-13.pdf>

[Pricing Products and Services](#)

URL: [http://www.score.org/business\\_toolbox.html](http://www.score.org/business_toolbox.html)

[How to Determine Reasonable Prices for Your Products](#)

URL: <http://www.nfib.com/page/pricing.html>

[Pricing](#)

URL: <http://www.eventuring.org/eShip/appmanager/eVenturing/eVenturingDesktop>

[Good Pricing Practices](#)

URL: <http://www.ftc.gov/bcp/online/pubs/buspubs/scanffb.pdf>

[How to Estimate the Length of a Job](#)

URL: <http://www.nfib.com/object/3269667.html>

[Calculating Overhead and Price](#)

URL: [http://www.missouribusiness.net/docs/calculate\\_overhead.pdf](http://www.missouribusiness.net/docs/calculate_overhead.pdf)

## **WRITING A BUSINESS PLAN**

### **How to write a business plan**

[SBA - E- business Institute - How to Write a Business Plan](http://www.sba.gov/training/courses.html)

URL: <http://www.sba.gov/training/courses.html>

[SBA - Starting Business | Writing The Plan](http://www.sba.gov/starting_business/planning/writingplan.html)

URL: [http://www.sba.gov/starting\\_business/planning/writingplan.html](http://www.sba.gov/starting_business/planning/writingplan.html)

[Develop Your Business Plan](http://www.state.nj.us/njbiz/s_step1_develop.shtml)

URL: [http://www.state.nj.us/njbiz/s\\_step1\\_develop.shtml](http://www.state.nj.us/njbiz/s_step1_develop.shtml)

[Business Plans \(general & specific industry\)](http://sbdcnets.utsa.edu/SBIC/bplans.htm)

URL: <http://sbdcnets.utsa.edu/SBIC/bplans.htm>

[Building a Business Plan](http://www.inc.com/guides/start_biz/20660.html)

URL: [http://www.inc.com/guides/start\\_biz/20660.html](http://www.inc.com/guides/start_biz/20660.html)

[Writing a Business Plan - Resource Center](http://www.nolo.com/resource.cfm/catID/E67C08E9-9FAE-4AD8-840371947878E573/111/228/289/)

URL: <http://www.nolo.com/resource.cfm/catID/E67C08E9-9FAE-4AD8-840371947878E573/111/228/289/>

[Business Plans - Peerspectives.org](http://www.peerspectives.org/bussiness_plans.cfm?nft=1&t=4&p=4)

URL: [http://www.peerspectives.org/bussiness\\_plans.cfm?nft=1&t=4&p=4](http://www.peerspectives.org/bussiness_plans.cfm?nft=1&t=4&p=4)

[Developing a Business Plan](http://www.va-interactive.com/score/businessplan/businessplan.html)

URL: <http://www.va-interactive.com/score/businessplan/businessplan.html>

### **Examples of specific types of business plans**

[Examples of Specific Business Plans](http://www.bplans.com/)

URL: <http://www.bplans.com/>

[SBA and Palo Alto Software - Business Plans](http://www.bplans.com/samples/sba.cfm)

URL: <http://www.bplans.com/samples/sba.cfm>

[Developing a Successful Business Plan](http://www.bizmove.com/small-business/business-plan.htm)

URL: <http://www.bizmove.com/small-business/business-plan.htm>

### **Presenting the business plan using Power Point**

[Business Plan, marketing plan, sample business plan, business agreement, sample contract, sample marketing plans](#)

URL: [http://www.morebusiness.com/templates\\_worksheets/bplans/eplan.brc](http://www.morebusiness.com/templates_worksheets/bplans/eplan.brc)

## **WRITING A MARKETING PLAN**

### **How to write a marketing plan**

#### [SBA - Marketing Plan](#)

URL: [http://www.sba.gov/starting\\_business/marketing/plan.html](http://www.sba.gov/starting_business/marketing/plan.html)

#### [Market Analysis - Peerspectives.org](#)

URL: [http://www.peerspectives.org/market\\_analysis.cfm?nft=1&t=4&p=4](http://www.peerspectives.org/market_analysis.cfm?nft=1&t=4&p=4)

#### [Free Business Planning Information and Resources from BizPlanit](#)

URL: <http://www.bizplanit.com/free.html>

#### [Marketing Your Small Business - Small Business Marketing Articles](#)

URL: <http://www.njsbdc.com/marketing/>

### **Examples of marketing plans**

#### [Mplans.com the Planning People](#)

URL: <http://www.mplans.com/>

## **GETTING STARTED**

### **Registering the business**

#### [NJSBDC NJ Registration Guide](#)

URL: [http://crab.rutgers.edu/~rsbdc/NJ\\_Registration.htm](http://crab.rutgers.edu/~rsbdc/NJ_Registration.htm)

#### [Ocean County Clerk's Office - Starting a Business in Ocean County](#)

URL: <http://www.oceancountyclerk.com/service.htm>

#### [New Jersey Business Gateway Services.](#)

URL: <http://www.state.nj.us/njbgs/>

#### [Start a Business - Forms, Fees, and Instructions](#)

URL: [http://www.state.nj.us/njbiz/s\\_forms.shtml](http://www.state.nj.us/njbiz/s_forms.shtml)

### **Obtaining licenses and/or permits**

#### [Relocate a Business - Relocate a Business to NJ - Permits, Licenses and Certifications](#)

URL: [http://www.state.nj.us/njbiz/r\\_lic\\_and\\_cert.shtml](http://www.state.nj.us/njbiz/r_lic_and_cert.shtml)

[Start a Business - Step by Step](#)

URL: [http://www.state.nj.us/njbiz/s\\_step.shtml](http://www.state.nj.us/njbiz/s_step.shtml)

**Setting up a financial record keeping system**

[SBA - Financing | Financial Statements](#)

URL: <http://www.sba.gov/managing/financing/statement.html>

[Money Matters NJ / Find-A-CPA Online Referral Service](#)

URL: <http://www.moneymattersnj.com/findacpa/index.cfm>

[Financial & Accounting Template Gallery - SCORE](#)

URL: [http://www.score.org/template\\_gallery.html](http://www.score.org/template_gallery.html)

[Starting a Business and Keeping Records](#)

URL: <http://www.irs.gov/pub/irs-pdf/p583.pdf>

[CCH Business Owner's Toolkit | Managing Your Business Finances](#)

URL: [http://toolkit.cch.com/text/P06\\_0100.asp](http://toolkit.cch.com/text/P06_0100.asp)

[American Institute of Professional Bookkeepers](#)

URL: <http://www.aipb.org/>

[Accounting Cash Flow - Peerspectives.org](#)

URL: [http://www.peerspectives.org/accounting\\_cash\\_flow.cfm?nft=1&t=4&p=4](http://www.peerspectives.org/accounting_cash_flow.cfm?nft=1&t=4&p=4)

**Selecting, acquiring, and managing equipment and supplies**

[Microsoft Office - Clip Art, Templates, & More](#)

URL: <http://office.microsoft.com/en-us/default.aspx>

[NFIB - Equipment](#)

URL: <http://www.nfib.com/page/equipment.html>

[CCH Business Owner's Toolkit | Your Office and Equipment](#)

URL: [http://toolkit.cch.com/text/P04\\_0000.asp](http://toolkit.cch.com/text/P04_0000.asp)

[Entrepreneurs' Help Page | Tannedfeet.com – Building Your Office](#)

URL: <http://www.tannedfeet.com/office.htm>

[Verizon Online - Run Your Business - Technology](#)

URL: [http://business.verizon.net/news/?id=/run\\_your\\_business/technology](http://business.verizon.net/news/?id=/run_your_business/technology)

[Product Reviews, Tech News, Tools & Information](#)

URL: <http://www.cnet.com/>

[Choose Leasing Home: your guide to equipment leasing](#)

URL: <http://www.chooseleasing.org/>

[Small Business Forms & Contracts](#)

URL: <http://smallbusiness.findlaw.com/business-forms-contracts/>

[CCH Business Owner's Toolkit | Your Office and Equipment](#)

URL: [http://toolkit.cch.com/text/P04\\_0000.asp](http://toolkit.cch.com/text/P04_0000.asp)

[Avoiding Office Supply Scams](#)

URL: <http://www.ftc.gov/bcp/online/pubs/buspubs/supplies.pdf>

[Quicken.com – Protecting Your Assets & Your Business](#)

URL: [http://www.quicken.com/small\\_business/learning\\_center/](http://www.quicken.com/small_business/learning_center/)

[BarCodes and eCom Home](#)

URL: <http://barcodes.gs1us.org/>

## **Developing your customer service**

[Small Business Resources for the Entrepreneur from Inc.com – Customer Service](#)

URL: [http://www.inc.com/articles\\_by\\_topic/cust\\_service](http://www.inc.com/articles_by_topic/cust_service)

[At Your Service: Course Overview](#)

URL: <http://www.wiawebcourse.org/>

## **Using postal and shipping services**

[DHL: Small Business Center](#)

URL: <http://www.dhl-usa.com/sbc/sbcHome.asp?nav=sb>

[FedEx](#)

URL: [www.fedex.com/us](http://www.fedex.com/us)

[FedEx – Small Business Center](#)

URL: [www.mysmallbizcenter.com](http://www.mysmallbizcenter.com)

[NFIB - Shipping and Mailing](#)

URL: <http://www.nfib.com/page/shipping.html>

[U.S. Postal Service](#)

URL: <http://www.usps.com/>

[United Parcel Service](http://www.ups.com/)

URL: <http://www.ups.com/>

**Offering credit and/or credit cards**

[Financing Resources - Control Customer Credit Carefully](http://njsbdc.com/financing/creditcontrol.php)

URL: <http://njsbdc.com/financing/creditcontrol.php>

[NFIB - Debts and Collections](http://www.nfib.com/page/debtsCollections.html)

URL: <http://www.nfib.com/page/debtsCollections.html>

[Fair Debt Collection](http://www.ftc.gov/bcp/online/pubs/credit/fdc.htm)

URL: <http://www.ftc.gov/bcp/online/pubs/credit/fdc.htm>

[eCom Resource Center - Obtaining a Merchant Account and Process Payments in Real-Time](http://www.ecomresourcecenter.com/plan/obtainamerchant.html)

URL: <http://www.ecomresourcecenter.com/plan/obtainamerchant.html>

[Credit Cards Related Articles](http://www.nfib.com/page/creditCards.html)

URL: <http://www.nfib.com/page/creditCards.html>

[NJSCPA / Media / Top Ten Tips for Managing Accounts Receivable](http://njscpa.org/story.cfm?m=t&SID=10132&PID=1109&sec=media&Hex=b75990&Color=pink)

URL: <http://njscpa.org/story.cfm?m=t&SID=10132&PID=1109&sec=media&Hex=b75990&Color=pink>

[NJSCPA / Media / A/R: It's an Asset – Most of the Time \(Part One\)](http://njscpa.org/story.cfm?m=t&SID=10119&PID=1109&sec=media&Hex=b75990&Color=pink)

URL: <http://njscpa.org/story.cfm?m=t&SID=10119&PID=1109&sec=media&Hex=b75990&Color=pink>

**Tax planning**

[CCH Business Owner's Toolkit | Controlling Your Taxes](http://toolkit.cch.com/text/P07_0005.asp)

URL: [http://toolkit.cch.com/text/P07\\_0005.asp](http://toolkit.cch.com/text/P07_0005.asp)

[Money Matters NJ / Tax Planning for the Self Employed](http://www.moneymattersnj.com/story.cfm?sid=10845)

URL: <http://www.moneymattersnj.com/story.cfm?sid=10845>

[Tax Topics](http://www.sba.gov/starting_business/taxes/taxes.html)

URL: [http://www.sba.gov/starting\\_business/taxes/taxes.html](http://www.sba.gov/starting_business/taxes/taxes.html)

[Internal Revenue Service – Small Business / Self Employed](http://www.irs.gov/businesses/small/index.html)

URL: <http://www.irs.gov/businesses/small/index.html>

[Employment Taxes for Small Business – online classroom](http://www.irs.gov/businesses/small/article/0,,id=97726,00.html)

URL: <http://www.irs.gov/businesses/small/article/0,,id=97726,00.html>

[State of New Jersey Division of Taxation](http://www.treasury.gov/department/oea/office/odt/)

URL: <http://www.state.nj.us/treasury/taxation/>

### [Tax Forms](#)

URL: <http://www.state.nj.us/treasury/taxation/>

## **Insurance needs and responsibilities**

### [Employment Information - Benefits and Insurance](#)

URL: [http://www.state.nj.us/njbiz/r\\_insure.shtml](http://www.state.nj.us/njbiz/r_insure.shtml)

### [Insurance Information Institute - business insurance information](#)

URL: <http://www.iii.org/individuals/business/>

## **EMPLOYMENT INFORMATION**

### **Becoming an Employer**

#### [Employment Topics](#)

URL: [http://www.sba.gov/starting\\_business/employees/finding.html](http://www.sba.gov/starting_business/employees/finding.html)

#### [Employment Information](#)

URL: [http://www.state.nj.us/njbiz/r\\_employinfo.shtml](http://www.state.nj.us/njbiz/r_employinfo.shtml)

### **Employment Insurance**

#### [Consumer Guides](#)

URL: <http://www.ahip.org/content/default.aspx?bc=41|329>

#### [Understanding HSAs](#)

URL: <http://www.nfib.com/page/HSAtips.html>

#### [NJ Health Insurance Reform](#)

URL: <http://www.state.nj.us/dobi/reform.htm>

#### [Small business insurance: Insure for the worst, hope for the best](#)

URL: <http://info.insure.com/business/smallbizbasics.htm>

### **Managing Employees**

#### [SBA – Managing Employees](#)

URL: <http://www.sba.gov/managing/growth/employees.html>

### **Labor Taxes**

#### [SBA - Payroll Taxes](#)

URL: [http://www.sba.gov/starting\\_business/taxes/payroll.html](http://www.sba.gov/starting_business/taxes/payroll.html)

[Self-Employed Individuals and Taxes](#)

URL: <http://www.irs.gov/businesses/small/article/0,,id=115045,00.html>

[Payroll Reference Library](#)

URL: <http://www.payroll-taxes.com/>

[Employer Responsibilities \(Misc-1\)](#)

URL: <http://www.state.nj.us/treasury/taxation/pdf/pubs/misc1.pdf>

[New Jersey New Hire Reporting Directory](#)

URL: <http://www.newhire.com/>

[New Jersey Complete Business Registration Package](#)

URL: <http://www.state.nj.us/treasury/revenue/forms/2000.pdf>

**Building your workforce**

[New Jersey Employer](#)

URL: <http://www.wnjp.in.state.nj.us/employer.html>

[NJ Department of Labor and Workforce Development - Employer Links](#)

URL: <http://www.state.nj.us/labor/mainpages/employer.html>

[Compliance Assistance Employment Law Guide](#)

URL: <http://www.dol.gov/compliance/guide/index.htm>

[elaws - FirstStep Employment Law Advisor](#)

URL: <http://www.dol.gov/elaws/FirstStep/>

[U.S. Citizenship and Immigration Services - Forms, Fees, and Fingerprints](#)

URL: <http://www.uscis.gov/graphics/formsfee/index.htm>

[Americans With Disabilities Act: Guide for Small Businesses](#)

URL: <http://www.usdoj.gov/crt/ada/smbusgd.pdf>

[Compliance Assistance Employment Law Guide](#)

URL: <http://www.dol.gov/compliance/guide/index.htm>

[OSHA's Small Business page](#)

URL: [www.osha.gov](http://www.osha.gov)

[Information for Small Businesses](#)

URL: <http://www.eeoc.gov/employers/smallbusinesses.html>

[Employment Law - Human Resources](#)

URL: <http://www.nolo.com/resource.cfm/catID/CB627BAD-F421-4AF1-AE5C9D84021BB999/111/259/>

[sbdcnet - Human Resources](#)

URL: <http://sbdcnet.utsa.edu/SBIC/hr.htm>

[Employment & HR](#)

URL: <http://allbusiness.businessweek.com/center.asp?ID=33>

## **Using independent contractors**

[Hiring Independent Contractors - Resource Center](#)

URL: <http://www.nolo.com/resource.cfm/catID/561FF7A5-12CD-4059-8EA7DE4254733BE3/111/259/173/>

[Independent Contractors](#)

URL: <http://www.irs.gov/pub/irs-pdf/p1779.pdf>

## **MARKETING AND ADVERTISING THE BUSINESS**

### **Using business signs**

[SBA - Signage for Your Business](#)

URL: <http://www.sba.gov/starting/signage/index.html>

### **Developing marketing strategies**

[Marketing Topics](#)

URL: [http://www.sba.gov/starting\\_business/marketing/basics.html](http://www.sba.gov/starting_business/marketing/basics.html)

[Marketing and Sales](#)

URL: <http://www.sba.gov/managing/marketing/market.html>

[Marketing Virtual Library](#)

URL: <http://www.knowthis.com/>

[sbdcnet - Advertising & Marketing](#)

URL: <http://sbdcnet.utsa.edu/SBIC/marketing.htm>

[SBA - Marketing & Sales: 100+ Marketing Ideas](#)

URL: <http://www.sba.gov/managing/marketing/100ideas.html>

[Best Practices - American Marketing Association - www.marketingpower.com](#)

URL: [http://www.marketingpower.com/howto.php?Session\\_ID=2a35abb1d9284e645b1c1b5b47cec48a](http://www.marketingpower.com/howto.php?Session_ID=2a35abb1d9284e645b1c1b5b47cec48a)

[Federal Trade Commission - Advertising Guidance](http://www.ftc.gov/bcp/guides/guides.htm)

URL: <http://www.ftc.gov/bcp/guides/guides.htm>

## **EXPANDING YOUR MARKET**

### **Franchising**

[Franchising Your Business](http://www.franinfo.com/)

URL: <http://www.franinfo.com/>

[Entrepreneur Franchise - Peerspectives.org](http://www.peerspectives.org/entrepreneur_franchise.cfm?nft=1&t=&p=4)

URL: [http://www.peerspectives.org/entrepreneur\\_franchise.cfm?nft=1&t=&p=4](http://www.peerspectives.org/entrepreneur_franchise.cfm?nft=1&t=&p=4)

### **International trade**

[International Trade Assistance - International Trade Specialty Services](http://www.njsbdc.com/international/)

URL: <http://www.njsbdc.com/international/>

[NJ Commerce - Getting Started in International Trade](http://www.state.nj.us/commerce/exim_gettingstarted.shtml)

URL: [http://www.state.nj.us/commerce/exim\\_gettingstarted.shtml](http://www.state.nj.us/commerce/exim_gettingstarted.shtml)

[Office of International Trade - SBA Guide to Exporting](http://www.sba.gov/oit/info/Guide-To-Exporting/index.html)

URL: <http://www.sba.gov/oit/info/Guide-To-Exporting/index.html>

[Business.gov - International Trade](http://www.business.gov/topics/international_trade/)

URL: [http://www.business.gov/topics/international\\_trade/](http://www.business.gov/topics/international_trade/)

[sbdnet - International Trade](http://sbdnet.utsa.edu/SBIC/itrade.htm)

URL: <http://sbdnet.utsa.edu/SBIC/itrade.htm>

[FedEx | Global Trade Manager](https://gtm.fedex.com/GTM?cntry_code=us)

URL: [https://gtm.fedex.com/GTM?cntry\\_code=us](https://gtm.fedex.com/GTM?cntry_code=us)

[UPS Global Home](http://www.ups.com/content/global/index.jsx?WT.svl=Footer)

URL: <http://www.ups.com/content/global/index.jsx?WT.svl=Footer>

### **Doing business with the government (Contracting)**

[Central Contractor Registration \(CCR\)](http://www.ccr.gov/)

URL: <http://www.ccr.gov/> (Companies are required to have a D&B D-U-N-S Number, see next link)

[Get a D&B D-U-N-S Number](http://www.dunandstreet.com/)

URL:[https://eupdate.dnb.com/requestoptions.asp?cm\\_re=Homepage\\*Resources\\*DUNSNumberLink](https://eupdate.dnb.com/requestoptions.asp?cm_re=Homepage*Resources*DUNSNumberLink)

[NJIT - Defense Procurement Technical Assistance Center](#)

URL: <http://www.njit.edu/v2/DPTAC/>

[Procurement Assistance - Procurement Specialty Services](#)

URL: <http://www.njsbdc.com/procurement/factsheet.php>

[Small Business Enterprise Registration](#)

URL: <http://www.njsbdc.com/sbe/>

[Strategy for Selling to the Government](#)

URL:[http://www.business.gov/topics/government\\_contracting/where\\_to\\_start/selling\\_to\\_government.html](http://www.business.gov/topics/government_contracting/where_to_start/selling_to_government.html)

[The Official Web Site for The State of New Jersey | Doing Business with Government](#)

URL: <http://www.state.nj.us/nj/business/busgov/>

[Ocean County Bid Portal](#)

URL: <http://webhost.co.ocean.nj.us/ocbidportal.nsf>

[Working with Ocean County Utilities Authority](#)

URL: <http://www.ocua.com/Working%20with%20OCUA.htm>

[Office of Small and Disadvantaged Business Utilization \(OSDBU\) - HUD](#)

URL: <http://www.hud.gov/offices/osdbu/>

[Navy Lakehurst Business Development Office](#)

URL: <http://www.lakehurst.navy.mil/nlweb/lke-bdo/index.asp>

[Small Business Administration - Business Opportunities](#)

URL: <http://www.sba.gov/businessop/index.html>

[The National Black Chamber of Commerce - Programs - Business Matchmaker Program](#) (Subcontracting Opportunities With the GSA For Small Disadvantaged Businesses)

URL: <http://www.nationalbcc.org/programs/procurement.asp>

[WomenBiz.Gov – The Gateway for Women-Owned Businesses Selling to the Federal Government](#)

URL: <http://www.womenbiz.gov/>

**LOOKING AHEAD**

## **Growing your business**

[SBA - Managing | Strategic Planning for a Growing Business](#)

URL: <http://www.sba.gov/managing/strategicplan/splanning.html>

## **Planning for disasters**

[SBA - Disaster Recovery | Special Interests](#)

URL: [http://www.sba.gov/disaster\\_recov/index.html](http://www.sba.gov/disaster_recov/index.html)

## **Guarding your business against scams**

[Scams Against Businesses](#)

URL: <http://www.fraud.org/scamsagainstbusinesses/bizscams.htm>

## **Measuring and comparing your business financial profile**

[The Kauffman Business EKG](#)

URL: <http://www.businessekg.com/>

[Business Statistics - BizStats.com](#)

URL: <http://www.bizstats.com/>

[Industry Analysis, financial ratios, industry ratios, marketing research by Bizminer](#)

URL: <http://www.bizminer.com/>

## **Developing you management skills**

[Developing Your Leadership Skills](#)

URL: [http://www.entrepreneur.com/Your\\_Business/YB\\_Node/0,4507,546,00.html](http://www.entrepreneur.com/Your_Business/YB_Node/0,4507,546,00.html)

[SBA - Managing | Leadership: Professional Development](#)

URL: <http://www.sba.gov/managing/leadership/development.html>

[SBA - Managing | Sharpening Skills](#)

URL: <http://www.sba.gov/managing/growth/skills.html>

## **Closing your business**

*(Be sure to consult your accountant, attorney or business advisor if you are considering closing your business.)*

[5 Tips For Selling Your Business](#)

URL:[http://www.microsoft.com/smallbusiness/resources/startups/business\\_opportunities/5\\_tips\\_for\\_selling\\_your\\_business.msp](http://www.microsoft.com/smallbusiness/resources/startups/business_opportunities/5_tips_for_selling_your_business.msp)x

[5 Signs Its Time To Close Your Business](#)

URL:[http://www.microsoft.com/smallbusiness/resources/startups/business\\_opportunities/5\\_signs\\_its\\_time\\_to\\_close\\_your\\_business.msp](http://www.microsoft.com/smallbusiness/resources/startups/business_opportunities/5_signs_its_time_to_close_your_business.msp)x

[International Business Brokers Association](#)

URL: <http://www.ibba.org/default.asp>

[Closing a Business](#)

URL: <http://www.irs.gov/businesses/small/article/0,,id=98761,00.html>

[Ending Your Tax Registration in New Jersey](#)

URL: <http://www.state.nj.us/treasury/taxation/pdf/pubs/sales/anj13.pdf>

[Cancellation of a Business Name](#)

(county registered not state registered business entity)

URL: <http://www.oceancountyclerk.com/service.htm>

**Planning for retirement**

[Retirement Plan Management for Small Busines Web Site](#)

URL: <http://www.sba.gov/nationwide/index.htm>

This listing may be reproduced. It is hoped that the courtesy of noting source credit is acknowledged. – RJK September 2004

ARZ August 2006