

Test Drive: Small Business Resource Center

See how a 5-minute search provides everything an entrepreneur needs to start, buy, finance, operate or expand a startup or small business.



GALE
CENGAGE Learning™

Filling a real-world business need

Small Business Resource Center is the complete solution for real-world entrepreneurship, small business generation, and startup operation.

With one simple search, Small Business Research Center can turn what used to be a five-hour research exercise into a five-minute search success story – for both the active entrepreneur and those studying to become one.

The screenshot shows the Small Business Resource Center Basic Search page in Microsoft Internet Explorer. The browser window title is "Small Business Resource Center Basic Search - Microsoft Internet Explorer". The address bar shows the URL: http://find.galegroup.com/sbrc/start.do?prodId=SBRC&userGroupName=special_sbrc. The page features the Thomson Gale logo and navigation links for "Trial Site Database" and "Return to Library". The main heading is "Small Business Resource Center" with links for "Preferences", "Change Databases", and "Logout". Below the heading are utility icons for "InfoMark", "Print", "E-mail", "Download", "Marked Items", "Previous Searches", "Dictionary", "Title List", and "Help". The "Search Types" menu includes "Basic", "Subject Guide", "Publication", and "Advanced". The "Basic Search" section contains a search input field, a "Search" button, and radio buttons for "Subject", "Keyword", and "Entire document". The "Limit the results:" section includes checkboxes for "to documents with full text" and "to document with images", along with options for "by publication date(s)" (All Dates, Before, On, After, Between) and dropdown menus for date ranges. A "by publication title:" field with a "Browse Publication Title" link is also present. On the right side, there are buttons for "Business Topics", "Business Types", "Sample Business Plans", and "How to...". The page is powered by InfoTrac.

Brewing up a good example

For example, let's say you are working on a plan to start a brewery. Simply type in brewery and click Search. You will find immediate access to:

- *Sample business plans for a brewery operation*
- *Real-world marketing examples from the brewery industry*
- *Insight into brewery market trends and market share*
- *Industry trade show information for brewers*
- *Contact information for brewery industry associations*
- *Access to consultants who know the brewery industry*

The screenshot shows a Microsoft Internet Explorer browser window displaying the Small Business Resource Center search results for the keyword 'brewery'. The page is titled 'Small Business Resource Center Results - Microsoft Internet Explorer' and shows the URL 'http://find.galegroup.com/sbrc/basicSearch.do;jsessionid=E8C42BF6B2A82A9B93F9F3E5C91626F'. The search results are displayed under the 'Business Plans' tab, showing two results:

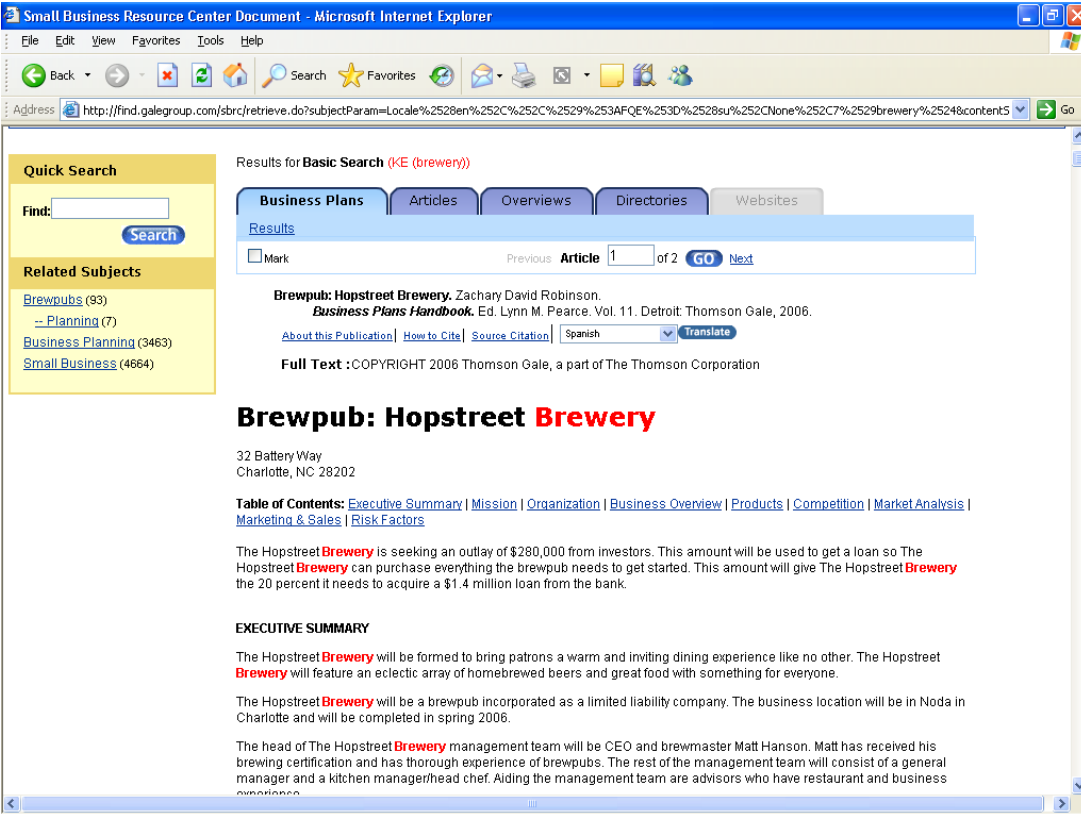
- 1. Brewpub: Hopstreet Brewery.** Zachary David Robinson. *Business Plans Handbook*, Ed. Lynn M. Pearce, Vol. 11. Detroit: Thomson Gale, 2006. The Hopstreet **Brewery** will be formed to bring patrons a warm and inviting dining experience like no other. The Hopstreet **Brewery** will feature an eclectic array of ...
- 2. Microbrewery: Juniper Creek Brewing Company.** *Business Plans Handbook*, Ed. Kristin Kahrs, Vol. 2. Detroit: Gale Research, 1996. p163-173. ... microbrewery that will be located in Troy, Michigan. The **brewery** will occupy the back 3600 square feet of 777 Main Street. This is a new business in the start-up ...

Sample business plans for a brewery operation

SBRC contains the complete Gale Business Plans Handbook series. Because SBRC is a subscription, each new edition is automatically loaded.

Each business plan is a real plan from a real business.

The TOC lets users quickly click over to the overview, competition analysis, market analysis, review of risk factors, and more.



The screenshot shows a Microsoft Internet Explorer browser window displaying a search result for a business plan. The address bar shows the URL: <http://find.galegroup.com/sbrcl/retrieve.do?subjectParam=Locale%2528en%252C%2529%253A%253D%2528su%252CNone%252C7%2529brewery%2524%2528content5>. The page title is "Small Business Resource Center Document - Microsoft Internet Explorer".

The search results are for a "Basic Search (KE (brewery))". The results are displayed under the "Business Plans" tab. The search results show "Article 1 of 2".

The search results include the following information:

- Brewpub: Hopstreet Brewery.** Zachary David Robinson. *Business Plans Handbook*. Ed. Lynn M. Pearce. Vol. 11. Detroit: Thomson Gale, 2006.
- [About this Publication](#) | [How to Cite](#) | [Source Citation](#) | [Spanish](#) | [Translate](#)
- Full Text :** COPYRIGHT 2006 Thomson Gale, a part of The Thomson Corporation

The main heading is **Brewpub: Hopstreet Brewery**. The address is 32 Battery Way, Charlotte, NC 28202.

The **Table of Contents** includes: [Executive Summary](#) | [Mission](#) | [Organization](#) | [Business Overview](#) | [Products](#) | [Competition](#) | [Market Analysis](#) | [Marketing & Sales](#) | [Risk Factors](#)

The text states: "The Hopstreet **Brewery** is seeking an outlay of \$280,000 from investors. This amount will be used to get a loan so The Hopstreet **Brewery** can purchase everything the brewpub needs to get started. This amount will give The Hopstreet **Brewery** the 20 percent it needs to acquire a \$1.4 million loan from the bank."

EXECUTIVE SUMMARY

The Hopstreet **Brewery** will be formed to bring patrons a warm and inviting dining experience like no other. The Hopstreet **Brewery** will feature an eclectic array of homebrewed beers and great food with something for everyone.

The Hopstreet **Brewery** will be a brewpub incorporated as a limited liability company. The business location will be in Noda in Charlotte and will be completed in spring 2006.

The head of The Hopstreet **Brewery** management team will be CEO and brewmaster Matt Hanson. Matt has received his brewing certification and has thorough experience of brewpubs. The rest of the management team will consist of a general manager and a kitchen manager/head chef. Aiding the management team are advisors who have restaurant and business experience.

Sample business plans for a brewery operation

One part of the business plan, the market analysis, includes an overview of the local market and the addressable opportunity for the business under consideration.

The site assessment provides quantifiable research to support the entrepreneur's decision about where to locate the business.

MARKET ANALYSIS

After much research and analysis, The Hopstreet **Brewery** should have only minor problems in competing in the brewpub, bar/pub, and restaurant industry. There are only three brewpubs in the Charlotte area and the production of craft beers has grown seven percent over the past year. Furthermore, the niche market expanded three percent last year.

The brewpub is not the smoky, dirty bar where you cannot take your family, and it is not the expensive restaurant where you wouldn't take your friends. Brewpubs offer a family oriented atmosphere suitable for family and friends. They offer good food and quality unique beer. This is why brewpubs and small breweries are growing tremendously in popularity (seven percent production growth from 2003 to 2004) with over 1,400 nationwide.

Noda is projected to have annual economic impact of \$315 million. This will be cash flow on which businesses in Noda can capitalize on. Other than The Hopstreet **Brewery**, only three are restaurants and only one of these restaurants is similar to The Hopstreet **Brewery** (sit-down family restaurant). This means that once phase one is complete (Spring 2006), The Hopstreet **Brewery** will be one of the main options for the 450 resident homes of Noda.

A site assessment survey was done by the American's Brewers Guild which surveyed successful brewpub operations and identified some important site characteristics that were believed to have contributed to the businesses' success. This assessment follows.

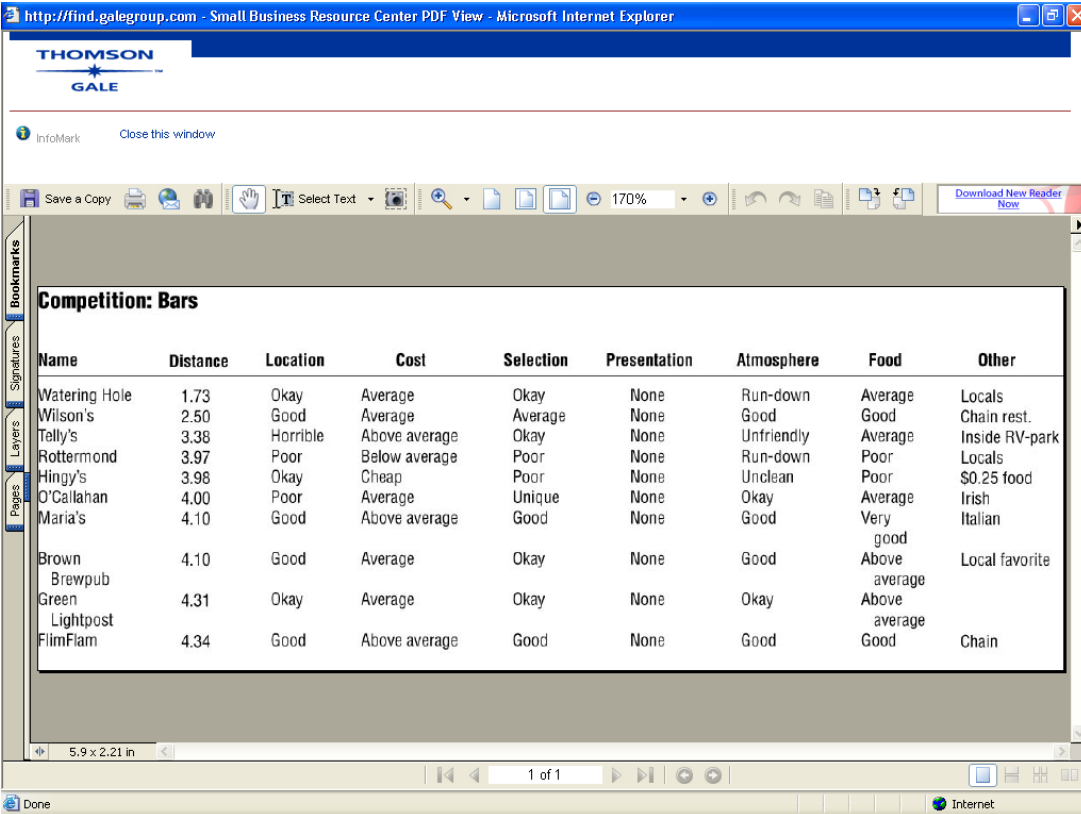
Site assessment

Specification	Recommendation	The Hopstreet Brewery
15-mile radius population	150,000	822,865
Average per capita income	\$30,000	\$67,904
Percentage of population in target age group	50%	70%
Per capita consumption	Upper 1/3 of nation	Upper 1/10 of nation
Number of successful restaurants in area	5 or more	More than 5
Number of successful bars in area	3 or more	More than 3
Number of taprooms in area	1 to 3	2
Number of brewpubs in area	0 to 3	1
Foot traffic	Moderate to heavy	Heavy
Commerce	A must	Yes

Sample business plans for a brewery operation

Another part of the business plan, the competitive analysis, reviews other breweries already in operation within proximity to the business being planned.

In this case, the user has clicked the link that says “Click here for a Printable version”. Therefore, the table appears in a PDF view for easy printing.



The screenshot shows a PDF viewer window titled "http://find.galegroup.com - Small Business Resource Center PDF View - Microsoft Internet Explorer". The content is a table titled "Competition: Bars" with the following data:

Name	Distance	Location	Cost	Selection	Presentation	Atmosphere	Food	Other
Watering Hole	1.73	Okay	Average	Okay	None	Run-down	Average	Locals
Wilson's	2.50	Good	Average	Average	None	Good	Good	Chain rest.
Telly's	3.38	Horrible	Above average	Okay	None	Unfriendly	Average	Inside RV-park
Rotterdam	3.97	Poor	Below average	Poor	None	Run-down	Poor	Locals
Hingy's	3.98	Okay	Cheap	Poor	None	Unclean	Poor	\$0.25 food
O'Callahan	4.00	Poor	Average	Unique	None	Okay	Average	Irish
Maria's	4.10	Good	Above average	Good	None	Good	Very good	Italian
Brown Brewpub	4.10	Good	Average	Okay	None	Good	Above average	Local favorite
Green	4.31	Okay	Average	Okay	None	Okay	Above average	
Lightpost							average	
FilmFiam	4.34	Good	Above average	Good	None	Good	Good	Chain

Real-world marketing examples from the brewery industry

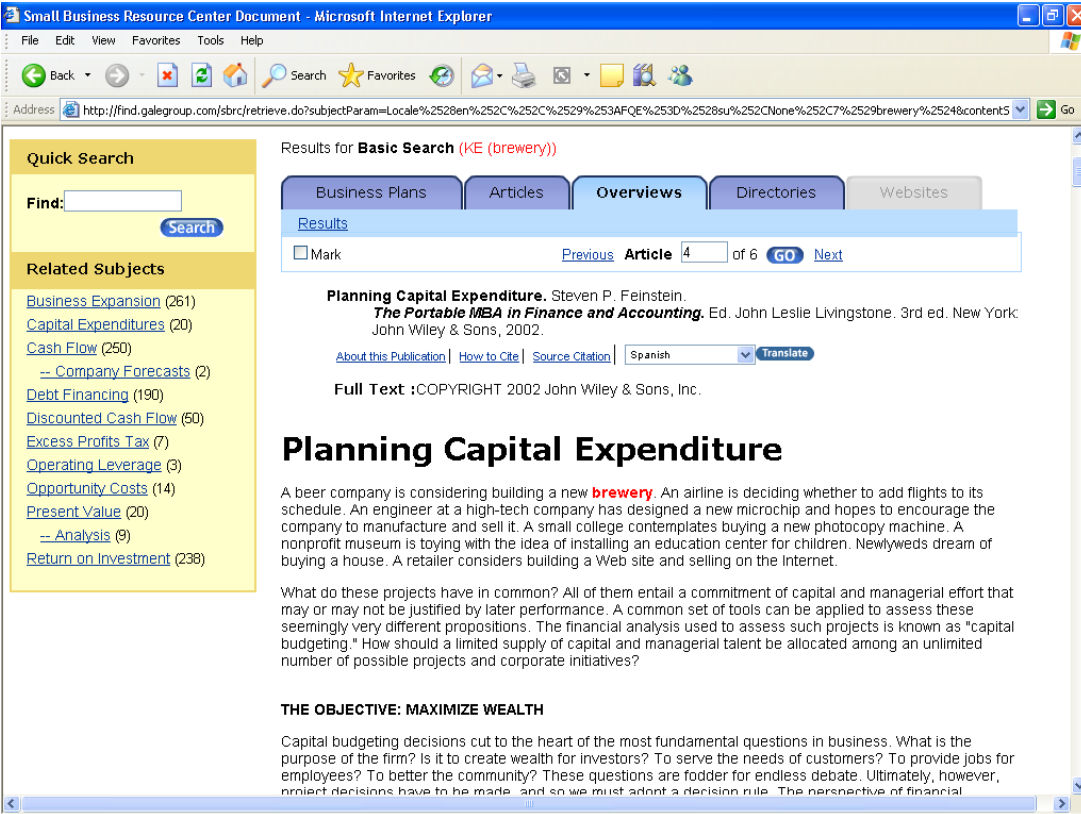
The marketing campaigns are drawn from the volumes of the Encyclopedia of Major Marketing Campaigns.

Just as with business plans, these are real-world examples of marketing campaigns that actually took place. Therefore, the narratives explore not only the activities that took place during the campaigns but also evaluate their effectiveness.

The screenshot shows a Microsoft Internet Explorer browser window with the address bar displaying a URL from find.galegroup.com. The page content includes a search bar, navigation tabs for Business Plans, Articles, Overviews, Directories, and Websites. The main content area features a search result for 'Beer... or Michelob? Campaign' by Judson Knight and Mark Lane, published in the Encyclopedia of Major Marketing Campaigns. The result includes a 'Full Text' link and a table of contents. The 'Overview' section provides a detailed description of the 1998 Anheuser-Busch Companies' Michelob campaign, highlighting its focus on differentiating Michelob from other superpremium brands and its use of humor-based television spots.

Specific how-to reference focused on business life-cycles

Additional reference content addresses business tasks, such as planning capital financing, within the context of specific examples...such as financing a brewery operation.



Small Business Resource Center Document - Microsoft Internet Explorer

Address: <http://find.galegroup.com/sbrcl/retrieve.do?subjectParam=Locale%2528en%252C%252C%2529%253AFOE%253D%2528su%252CNone%252C7%2529brewery%2524content5>

Quick Search

Find: Search

Related Subjects

- [Business Expansion](#) (261)
- [Capital Expenditures](#) (20)
- [Cash Flow](#) (250)
- [-- Company Forecasts](#) (2)
- [Debt Financing](#) (190)
- [Discounted Cash Flow](#) (50)
- [Excess Profits Tax](#) (7)
- [Operating Leverage](#) (3)
- [Opportunity Costs](#) (14)
- [Present Value](#) (20)
- [-- Analysis](#) (9)
- [Return on Investment](#) (238)

Results for **Basic Search (KE (brewery))**

Business Plans | Articles | **Overviews** | Directories | Websites

Results

Mark Previous Article 4 of 6 GO Next

Planning Capital Expenditure. Steven P. Feinstein.
The Portable MBA in Finance and Accounting. Ed. John Leslie Livingstone. 3rd ed. New York: John Wiley & Sons, 2002.

[About this Publication](#) | [How to Cite](#) | [Source Citation](#) | Spanish | [Translate](#)

Full Text :COPYRIGHT 2002 John Wiley & Sons, Inc.

Planning Capital Expenditure

A beer company is considering building a new **brewery**. An airline is deciding whether to add flights to its schedule. An engineer at a high-tech company has designed a new microchip and hopes to encourage the company to manufacture and sell it. A small college contemplates buying a new photocopier machine. A nonprofit museum is toying with the idea of installing an education center for children. Newlyweds dream of buying a house. A retailer considers building a Web site and selling on the Internet.

What do these projects have in common? All of them entail a commitment of capital and managerial effort that may or may not be justified by later performance. A common set of tools can be applied to assess these seemingly very different propositions. The financial analysis used to assess such projects is known as "capital budgeting." How should a limited supply of capital and managerial talent be allocated among an unlimited number of possible projects and corporate initiatives?

THE OBJECTIVE: MAXIMIZE WEALTH

Capital budgeting decisions cut to the heart of the most fundamental questions in business. What is the purpose of the firm? Is it to create wealth for investors? To serve the needs of customers? To provide jobs for employees? To better the community? These questions are fodder for endless debate. Ultimately, however, project decisions have to be made, and so we must adopt a decision rule. The perspective of financial

Insight into brewery market trends and market share

Small Business Resource Center includes a tightly-indexed compendium of more than 170 journals focused on entrepreneurship in general as well specific industries. In this instance, a recent article from *Beverage Industry* brings the reader up to speed on the latest industry developments – in this case, about who is buying who in the brewery industry.

Small Business Resource Center Document - Microsoft Internet Explorer

Address: <http://find.galegroup.com/sbrc/retrieve.do?subjectParam=Locale%2528en%252C%252C%2529%253AFQE%253D%2528su%252CNone%252C7%2529brewery%2524content5>

[-- Mergers, Acquisitions and Divestments \(269\)](#)
[Boston Beer Company Inc. \(227\)](#)
[-- Mergers, Acquisitions and Divestments \(5\)](#)
[Breweries \(12463\)](#)
[-- Mergers, Acquisitions and Divestments \(646\)](#)
[Diageo North America Inc. \(26\)](#)
[-- Mergers, Acquisitions and Divestments \(3\)](#)

Boston Beer Co. buys Pennsylvania brewery.(INDUSTRY Issues)(Brief article).
Beverage Industry 98:8 (August 2007): p12(1).

[1 PDF Page](#) | [About this Publication](#) | [How to Cite](#) | [Source Citation](#) | Spanish [Translate](#)

Full Text :COPYRIGHT 2007 Ascend Media

Boston Beer Co. will purchase a **brewery** in Breinigsville, Pa., from Diageo North America for \$55 million. The purchase is expected to take place in late spring 2008, when Boston Beer says it will discontinue its previous plan of building a new **brewery** in Freetown, Mass.

The company estimates the Pennsylvania **brewery**, which is located 60 miles outside Philadelphia, initially will increase Boston Beer's brewing capacity by 1.6 million barrels of beer annually, with the potential for expansion to more than 2 million barrels. The company brewed some of its beer in the facility under contract between 1994 and 2001. It anticipates the **brewery** will require substantial investment and renovation, and says a complete evaluation will be necessary to determine the total cost of renovation and upgrade. If the purchase is completed, the company expects to begin brewing Samuel Adams beers in the third or fourth quarter of 2008.

"This agreement is a great opportunity to revitalize a classic **brewery** and restore its capability to brew our craft beers, which are increasingly in demand among beer drinkers nationwide," said Martin Roper, president and chief executive officer at Boston Beer.

Diageo and Boston Beer have agreed to a production services agreement that will provide for continuing production of Diageo products if requested after the sale is final.

Source Citation: "Boston Beer Co. buys Pennsylvania brewery.(INDUSTRY Issues)(Brief article)." *Beverage Industry* 98: 8 (August 2007): 12(1). *Small Business Resource Center*. Thomson Gale. Trial Site Database. 13 Oct. 2007 <<http://find.galegroup.com/sbrc/start.do?prodId=SBRC>>.

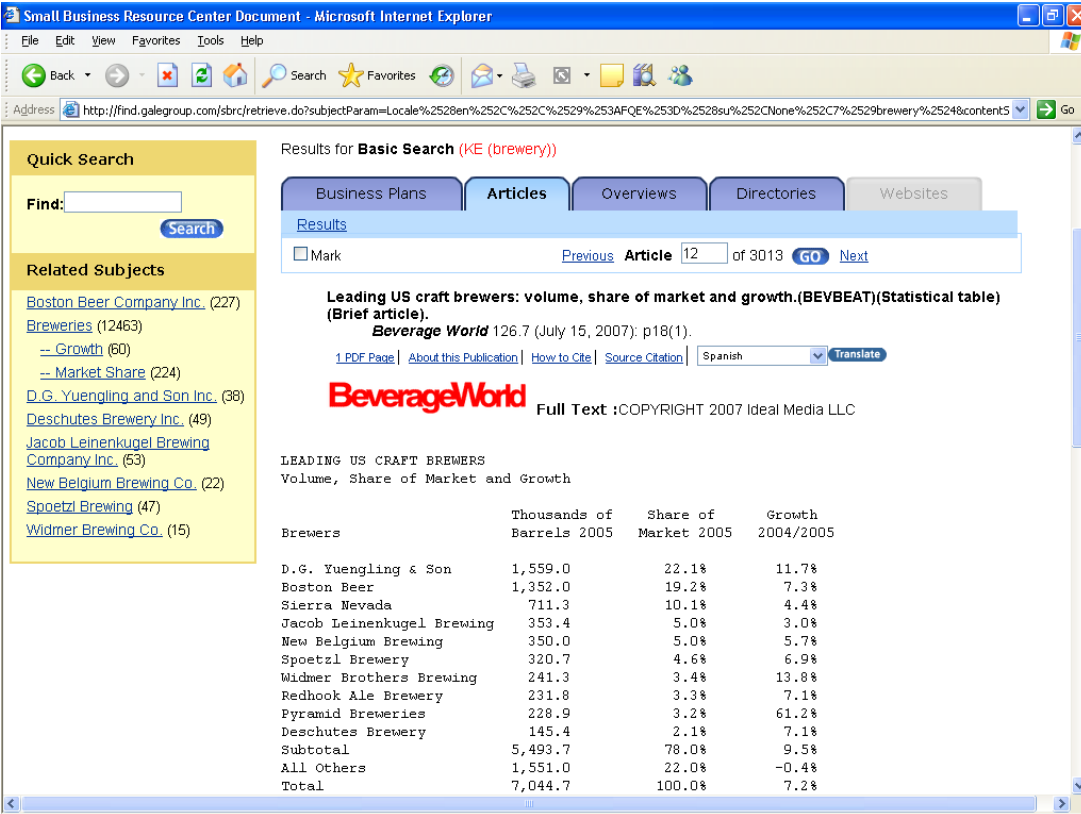
[How to Cite](#)

Thomson Gale Document Number: A168791925

Insight into brewery market trends and market share

The journals collection also provides critically-important market share information.

In the results list, SBRC labels each entry by type – for example, a topic overview, article, business plan, etc. In the articles tab, articles are generally labeled as statistical tables when they contain such quantifiable information.



Quick Search

Find:

Related Subjects

- [Boston Beer Company Inc.](#) (227)
- [Breweries](#) (12463)
 - [-- Growth](#) (60)
 - [-- Market Share](#) (224)
- [D.G. Yuengling and Son Inc.](#) (88)
- [Deschutes Brewery Inc.](#) (49)
- [Jacob Leinenkugel Brewing Company Inc.](#) (53)
- [New Belgium Brewing Co.](#) (22)
- [Spoetzl Brewing](#) (47)
- [Widmer Brewing Co.](#) (15)

Results for **Basic Search (KE (brewery))**

[Business Plans](#) [Articles](#) [Overviews](#) [Directories](#) [Websites](#)

[Results](#)

Mark [Previous](#) [Article](#) 12 of 3013 [GO](#) [Next](#)

Leading US craft brewers: volume, share of market and growth.(BEVBEAT)(Statistical table) (Brief article).
Beverage World 126.7 (July 15, 2007): p18(1).
[1 PDF Page](#) | [About this Publication](#) | [How to Cite](#) | [Source Citation](#) | [Spanish](#)

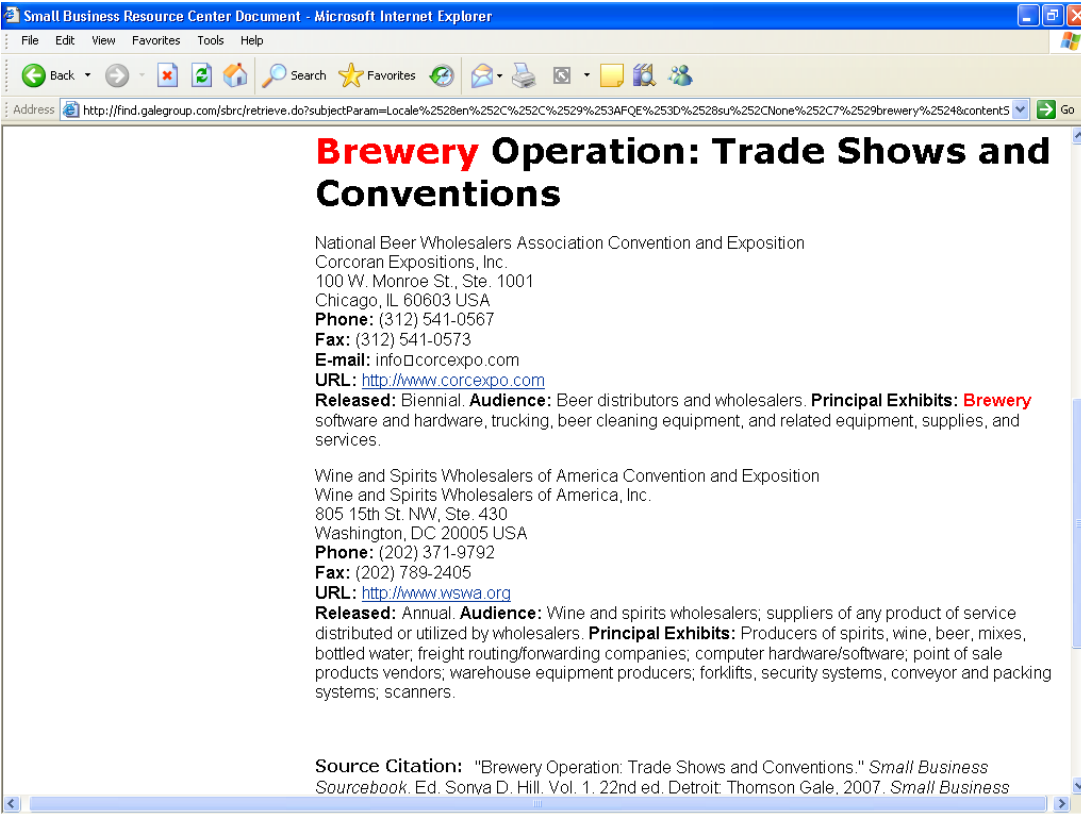
BeverageWorld Full Text :COPYRIGHT 2007 Ideal Media LLC

LEADING US CRAFT BREWERS
Volume, Share of Market and Growth

Brewers	Thousands of Barrels 2005	Share of Market 2005	Growth 2004/2005
D.G. Yuengling & Son	1,559.0	22.1%	11.7%
Boston Beer	1,352.0	19.2%	7.3%
Sierra Nevada	711.3	10.1%	4.4%
Jacob Leinenkugel Brewing	353.4	5.0%	3.0%
New Belgium Brewing	350.0	5.0%	5.7%
Spoetzl Brewery	320.7	4.6%	6.9%
Widmer Brothers Brewing	241.3	3.4%	13.8%
Redhook Ale Brewery	231.8	3.3%	7.1%
Pyramid Breweries	228.9	3.2%	61.2%
Deschutes Brewery	145.4	2.1%	7.1%
Subtotal	5,493.7	78.0%	9.5%
All Others	1,551.0	22.0%	-0.4%
Total	7,044.7	100.0%	7.2%

Industry trade show information for brewers

Access to trade shows lets entrepreneurs know where to go to network, find suppliers, compare notes with colleagues, and maybe even find some customers.



The screenshot shows a Microsoft Internet Explorer browser window titled "Small Business Resource Center Document - Microsoft Internet Explorer". The address bar contains the URL: <http://find.galegroup.com/sbrcl/retrieve.do?subjectParam=Locale%2528en%252C%2529%2530%2528su%252CNone%252C7%2529brewery%2524content5>. The main content area displays the following information:

Brewery Operation: Trade Shows and Conventions

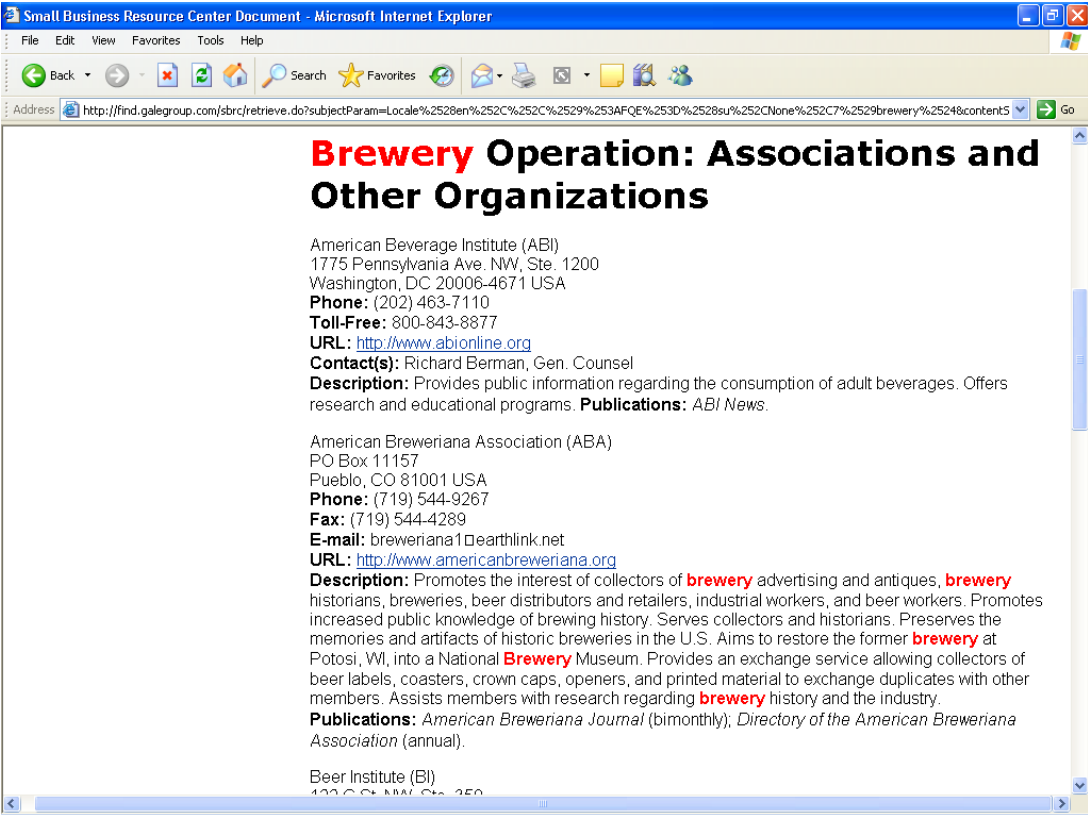
National Beer Wholesalers Association Convention and Exposition
Corcoran Expositions, Inc.
100 W. Monroe St., Ste. 1001
Chicago, IL 60603 USA
Phone: (312) 541-0567
Fax: (312) 541-0573
E-mail: info@corcexpo.com
URL: <http://www.corcexpo.com>
Released: Biennial. **Audience:** Beer distributors and wholesalers. **Principal Exhibits:** Brewery software and hardware, trucking, beer cleaning equipment, and related equipment, supplies, and services.

Wine and Spirits Wholesalers of America Convention and Exposition
Wine and Spirits Wholesalers of America, Inc.
805 15th St. NW, Ste. 430
Washington, DC 20005 USA
Phone: (202) 371-9792
Fax: (202) 789-2405
URL: <http://www.wswa.org>
Released: Annual. **Audience:** Wine and spirits wholesalers; suppliers of any product of service distributed or utilized by wholesalers. **Principal Exhibits:** Producers of spirits, wine, beer, mixes, bottled water, freight routing/forwarding companies; computer hardware/software; point of sale products vendors; warehouse equipment producers; forklifts, security systems, conveyor and packing systems; scanners.

Source Citation: "Brewery Operation: Trade Shows and Conventions." *Small Business Sourcebook*. Ed. Sonya D. Hill. Vol. 1. 22nd ed. Detroit: Thomson Gale, 2007. *Small Business*

Contact information for brewery industry associations

Industry associations are important resources for locating additional market research information, tracking trends, and finding out more about specific industries.



Small Business Resource Center Document - Microsoft Internet Explorer

Address: <http://find.galegroup.com/sbrcl/retrieve.do?subjectParam=Locale%2528en%252C%2529%253AFOE%253D%2528su%252CNone%252C7%2529brewery%2524content5>

Brewery Operation: Associations and Other Organizations

American Beverage Institute (ABI)
1775 Pennsylvania Ave. NW, Ste. 1200
Washington, DC 20006-4671 USA
Phone: (202) 463-7110
Toll-Free: 800-843-8877
URL: <http://www.abionline.org>
Contact(s): Richard Berman, Gen. Counsel
Description: Provides public information regarding the consumption of adult beverages. Offers research and educational programs. **Publications:** *ABI News*.

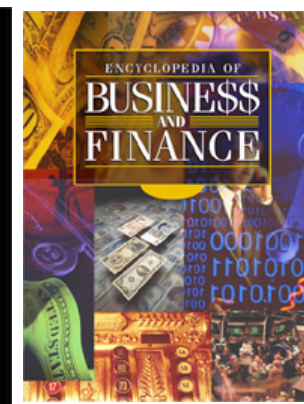
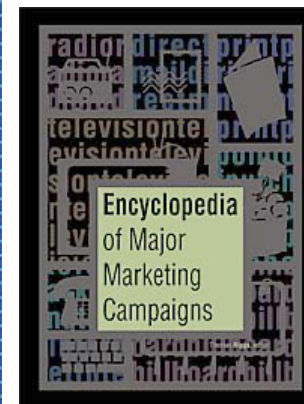
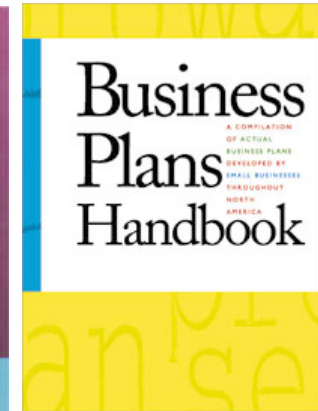
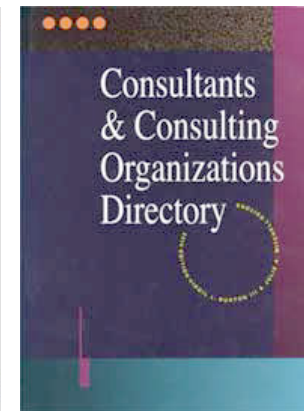
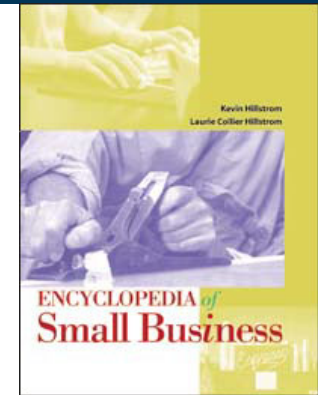
American Breweriana Association (ABA)
PO Box 11157
Pueblo, CO 81001 USA
Phone: (719) 544-9267
Fax: (719) 544-4289
E-mail: breweriana1@earthlink.net
URL: <http://www.americanbreweriana.org>
Description: Promotes the interest of collectors of **brewery** advertising and antiques, **brewery** historians, breweries, beer distributors and retailers, industrial workers, and beer workers. Promotes increased public knowledge of brewing history. Serves collectors and historians. Preserves the memories and artifacts of historic breweries in the U.S. Aims to restore the former **brewery** at Potosi, WI, into a National **Brewery** Museum. Provides an exchange service allowing collectors of beer labels, coasters, crown caps, openers, and printed material to exchange duplicates with other members. Assists members with research regarding **brewery** history and the industry.
Publications: *American Breweriana Journal* (bimonthly); *Directory of the American Breweriana Association* (annual).

Beer Institute (BI)
133 G St. NW, Ste. 350

Where does all this content come from?

SBRC is chock full of content drawn from classic resources from Gale (some of which are shown here), John Wiley & Sons, Thomson South-Western, Thomson-RIA, Socrates Media and wide array of journal publishers.

Since SBRC is a subscription, new editions and new titles are being added all the time to keep the Resource Center as timely and up-to-date as possible.



For more information on Small Business Resource Center

- Take the animated Guided Tour at www.gale.cengage.com/SmallBusiness/tour.htm.
- Sign up for a free trial by emailing: emea.enquiries@cengage.com
- Call +44 (0)1264 332424 for more information on SBRC

