



GALE BUSINESS: RESOURCES

From student researchers to budding entrepreneurs, support every stage of business learning on your campus with a full suite of resources.

Gale, here for **everyone.**

OFFER BUSINESS RESOURCES FOR EVERYONE

Connect everyone on your campus to the tools they need to understand complex business topics, analyze global market trends, develop business plans, and more. Discover how you can support students, faculty, and librarians with *Gale Business* resources.



FOR STUDENTS

- Find detailed financial information over multiyear periods to analyze the current positions and future potential of companies
- Quickly find journals and determine which one best fits assignments or interest
- Browse industries and companies by country to figure out where a business concept has the best chance to succeed.
- Quickly find accurate, clear definitions for financial terms—without having to Google them
- Find expert opinion and news articles to inform SWOT analyses
- Learn how to read financial sheets to determine how a business is performing
- Seamlessly share information and collaborate with peers and instructors
- Find all the business information needed for research and learning in one place
- Easily tweak visuals for use in Excel and Powerpoint



FOR FACULTY

- Find recent case studies to share with students to support lecture topics
- Easily add case studies from Gale Business resources to learning management systems
- Discover videos that help explain complex business concepts to students
- Use Advanced Search to find previously used relevant articles they forgot to save
- Stay up to date on the latest information on relevant companies and get the latest news and alerts sent by email
- Assemble data from various sources to conduct analyses



FOR LIBRARIANS

- Help students construct more-advanced searches to improve their research
- Make it easier for students to understand and take advantage of NAICS codes

SUPPORT BUSINESS LEARNING ACROSS DISCIPLINES

Provide business resources to help all students thrive. With *Gale Business*, you can offer detailed insights for business researchers, guidance to develop entrepreneurial skills, and company info to help any student embark on their career. Explore how you can support business learning across all disciplines on your campus with Gale's user-friendly business databases.



GALE BUSINESS: ENTREPRENEURSHIP

Entrepreneurship:

Academic Journals
Trade Journals
eBooks
Periodicals
Reference
Planning Tools
Multi-Resource Support
Business Plans
Glossary
Audio

Finance:

Reference (Gale Business Finance Encyclopedia essays)

Management:

Planning Tools
Multi-Resource Support
Business Plans
Reference (Gale Management and Small Business Encyclopedia essays)

Marketing:

Reference (Gale Marketing Strategies essays)

Other Majors:

Support for students looking to start or run a business, especially in minors like arts entrepreneurship, arts management, creative business leadership



GALE BUSINESS: INSIGHTS

International Business:

Academic Journals
Trade Journals
Periodicals
News
Financial Statements
Investment Reports
SEC Filings
SWOT
MarketLine Profiles
Plunkett Reports
Gale Industry and Country Reference
Essays
Glossary

Accounting:

Financial Statements

Entrepreneurship & Operations Management:

Academic Journals
Trade Journals
Periodicals
Glossary

Finance:

Financial Statements
Investment Reports
SEC Filings
Glossary

Management:

News
SWOT

Marketing:

MarketLine Profiles
Gale Business Rankings & Market Share Reports

Economics:

Plunkett Reports

Other Majors:

Company info to prepare for interviews with potential employers



GALE BUSINESS: PLAN BUILDER

Entrepreneurship:

Guided Business Plan Workflow
Articles
Entrepreneur Profile

Financial Break-Even Analysis
Business Plans (Executive Summary, Lean Business Plan, Full Business Plan, Pitch Deck, and Strategic Marketing Plan)
Financial Projections

Tools: Lean Canvas, SWOT, and Porter's Five Forces

Other Majors:

Business-planning tools for nonbusiness majors looking to start their own business

ANALYZE TODAY'S GLOBAL BUSINESS LANDSCAPE

GALE BUSINESS: INSIGHTS

Connect students, researchers, and faculty to the content they need to explore and interpret complex international business topics. *Gale Business: Insights* combines Gale reference content with respected business sources and full-text periodicals to help learners get a clear picture of today's ever-evolving global business environment.

Resource Highlights

Company Hubs: Students can easily explore private and public companies in a streamlined interface. Company Hubs provide detailed information, including company history, hierarchy, financial data, relevant news and journal articles, and additional resources.

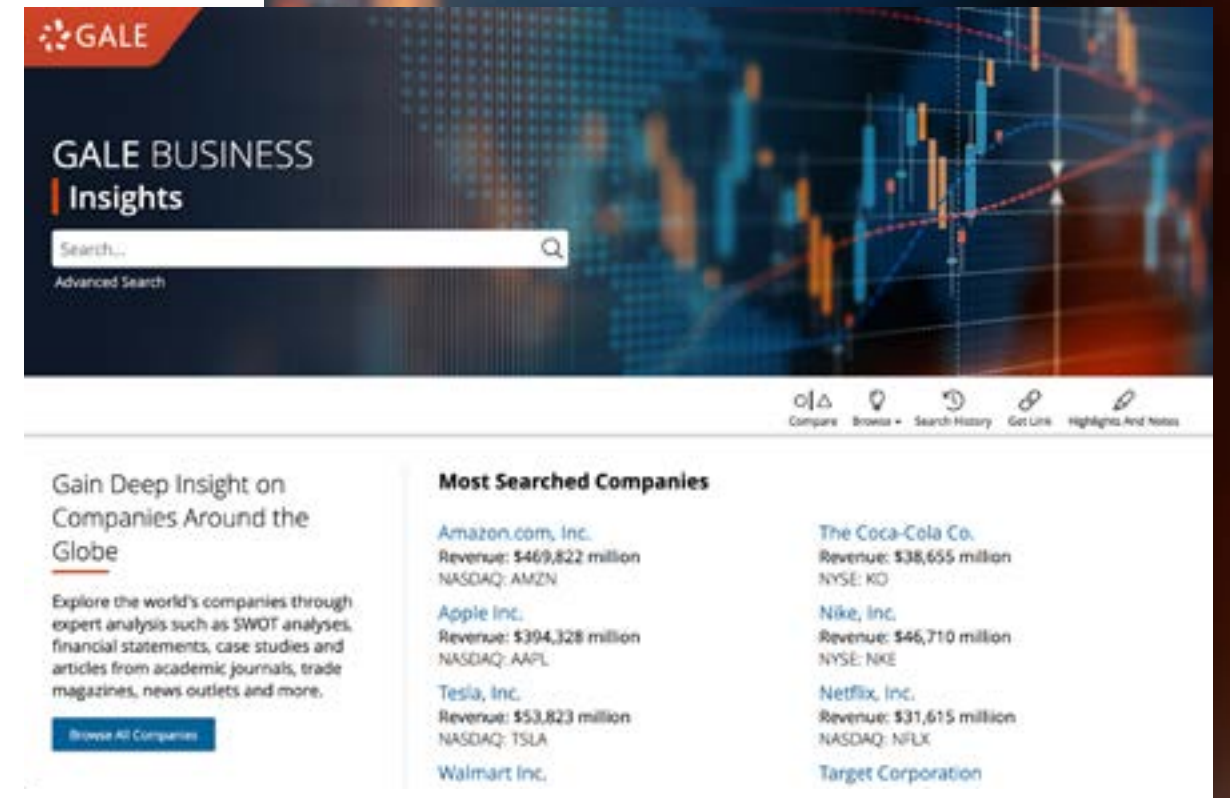
Company Financials: With detailed data, users can visualize the financial health of companies. Students can review financial statements over multiple periods, and view and download competitive comparisons.

Comparison Tools: Market research is made interactive with Comparison Tools. Encourage learners to analyze business information by company, industry, and country—comparing a broad range of data to develop key insights.

Accessibility: Offer accessibility for all users, with in-platform options to adjust text, listen to content, and translate articles.

"*Gale Business: Insights* offers users comprehensive company and industry information in an easy-to-navigate interface that takes into account the needs of its users, offering flexibility in display, and increased functionality in discovery... In terms of ease of access to a variety of data and content, *Gale Business: Insights* is a one-stop shop for company history, financials, news, and academic articles."

– Jennifer A. DeVito, Stony Brook University



Reporting Item	2021 1-800-Flowers.com, Inc.	2020 1-800-Flowers.com, Inc.	2019 1-800-Flowers.com, Inc.
Key Metrics	USD million	USD million	USD million
Year Period	\$ 2,029.0	\$ 2,029.0	\$ 2,029.0
Year Revenue	\$ 2,102,240	\$ 1,400,027	\$ 1,240,021
Cost of Revenue, Total	\$ 1,225,073	\$ 850,497	\$ 721,102
Gross Profit	\$ 877,167	\$ 549,530	\$ 518,919
Operating Income	\$ 144,107	\$ 30,264	\$ 44,208
Net Income	\$ 110,102	\$ 30,000	\$ 24,706
Effective Tax Rate	21.42%	18.20%	10.11%
Normalized EBITDA	\$ 144,107	\$ 118,87	\$ 75,143
Normalized EBIT	\$ 114,107	\$ 0.47	\$ 45,104
Income Statement	USD million	Income Statement	USD million
Revenue	\$ 2,102,240	Revenue	\$ 1,400,027
		Revenue	\$ 1,240,021

Financial Performance Balance Sheet

EQUIP FUTURE SMALL BUSINESS OWNERS

GALE BUSINESS: ENTREPRENEURSHIP

Supply the building blocks students need to start and grow successful businesses. *Gale Business: Entrepreneurship* is a comprehensive database that covers financing, management, marketing, human resources, franchising, accounting, taxes, and more.

Resource Highlights

Guided Interface: Students can learn about the business- development process in an easy-to-browse interface mapped to four key stages: plan, fund, start, and manage.

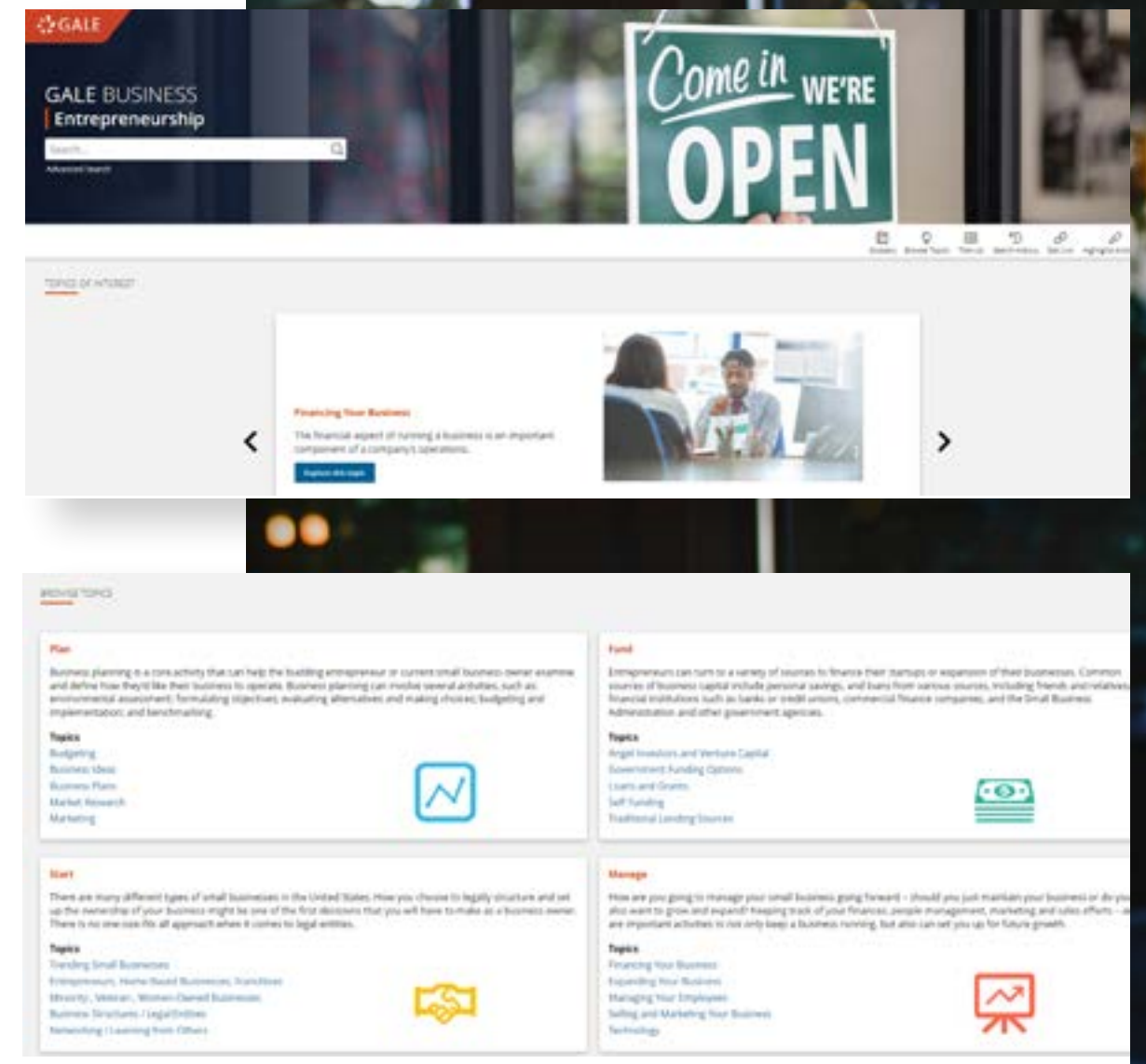
Business Plans: Access over 1,000 business plans from the Business Plans Handbook series, with new business plans added monthly.

Expert Business References: Explore over 400 journals, newspapers, and magazines; directories listing thousands of associations and consultants; and a tightly indexed collection of business eBooks, including *Gale's Encyclopedia of Small Business*, *Encyclopedia of Management*, and *Encyclopedia of Business and Finance*.

Marketing Strategy Resources: Access Gale's *Encyclopedia of Major Marketing Strategies* to explore marketing campaigns by top global brands and social movements, with essays aligned to the strategic marketing framework. Ensure faculty can easily introduce and evaluate marketing strategies in instruction.

Multimedia Content: Find content from a variety of media, including websites, videos, podcasts, radio programs, and more.

Home Page



Topic Browse

“A business plan is an essential roadmap for business success.”

– U.S. Small Business Administration

OFFER A FULL SUITE FOR BUSINESS LEARNING

GALE BUSINESS: PLAN BUILDER

Offer students a step-by-step online planning tool to experience starting, managing, and optimizing a business or nonprofit. *Gale Business: Plan Builder* guides students through five sequential steps to develop a strategic plan focused on long-term success.

5 Steps for a Successful Business Plan

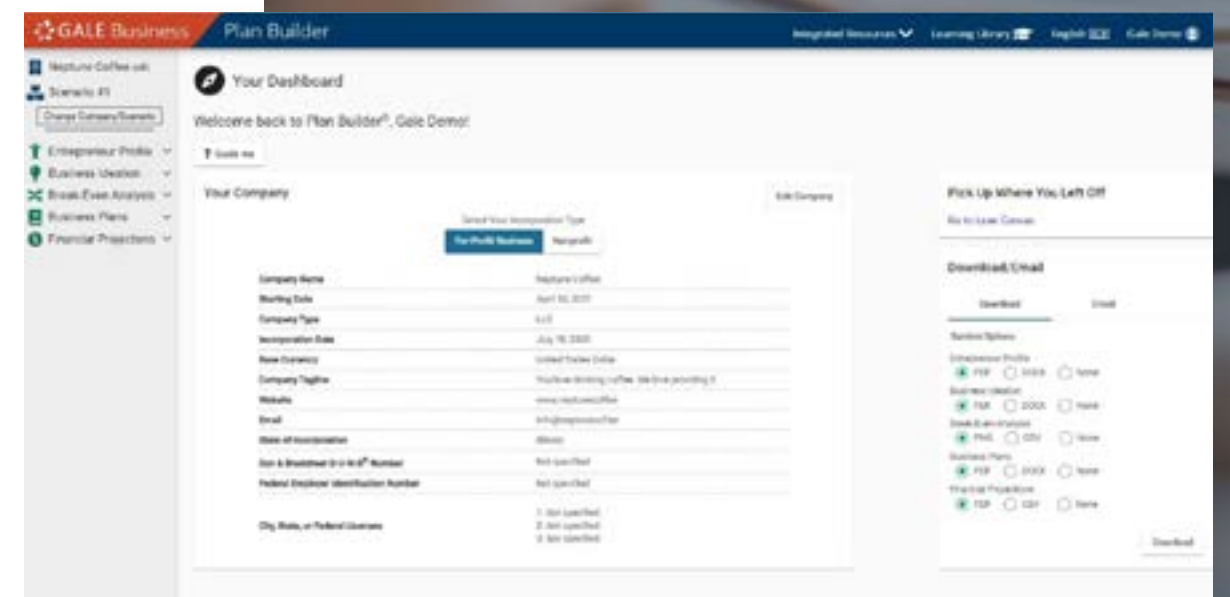
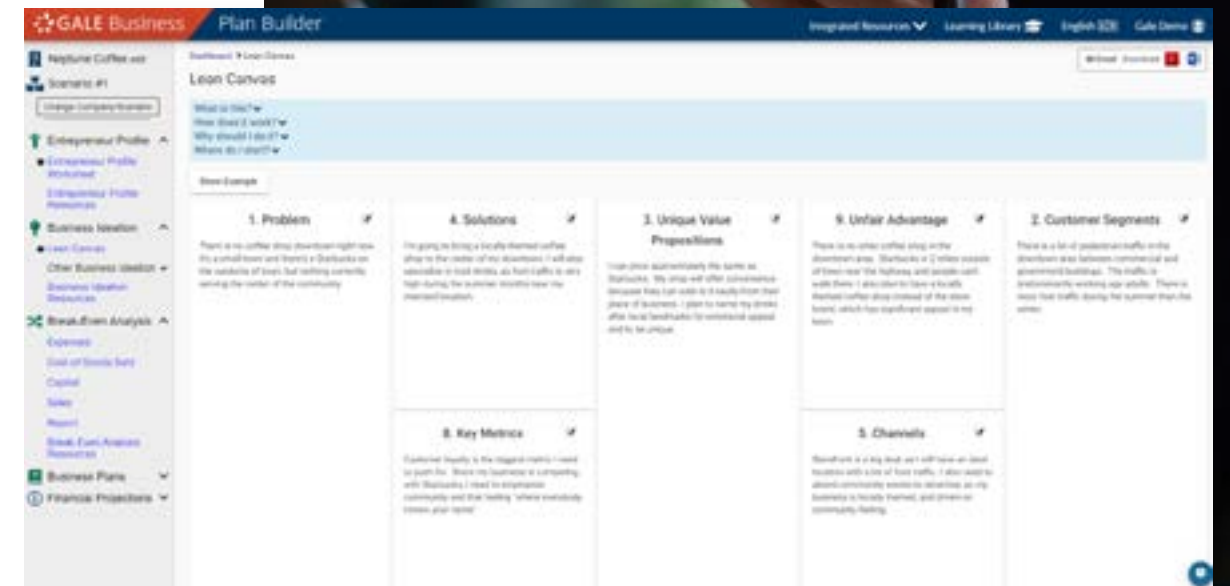
- 1 Entrepreneur Profile:** Students explore what they can bring to the table as an entrepreneur and assess where they stand in preparing to start a business.
- 2 Business Ideation:** Learn how to use tools and test business-critical assumptions about products or services with Lean Canvas, SWOT, Porter's Five Forces, and more.
- 3 Break-Even Analysis:** Get insight to determine when a proposed business will be able to cover expenses and begin to realize a profit.
- 4 Business Plans:** Create executive summaries, lean business plans, full business plans, pitch decks, and strategic marketing plans.
- 5 Financial Projections:** Evaluate a robust analysis of a company's financial future, encompassing capital expenditures, sales, equity, taxes, inventory, and more.

Gale Business: Plan Builder is an improvement over the myriad business plan wizards and templates available online. Users can easily turn small business ideas, plans, and finances into a coherent foundational document and continue to rely on the database as the business evolves. With applications that are varied and full of potential, *Gale Business: Plan Builder* will be a welcome resource for undergraduates, instructors, and, above all, entrepreneurs at any stage of establishing a business. Educational sessions introducing the tool may garner widespread interest.”

– Library Journal



Lean Canvas



Dashboard

OFFER A FULL SUITE FOR BUSINESS LEARNING

GALE DIRECTORY LIBRARY

Give students access to more data. Essential for business and marketing research, this customizable collection of 18 digital directories allows students to easily search, sort, export, and analyze relevant content across trusted resources. Popular titles include *Ward's Business Directory*, *Brands and Their Companies*, and *Encyclopedia of Associations*.

The bottom line for librarians and library users is that the *Gale Directory Library* is incredibly easy to use, consistent in functionality with other Gale products, and unique in content options. Each library can assemble a set of digital directories that works best for its own collection goals. The content is from Gale's time-honored and trusted directories that many of us have used in print for years, but now integrates the cross-search interface to enhance the research experience.

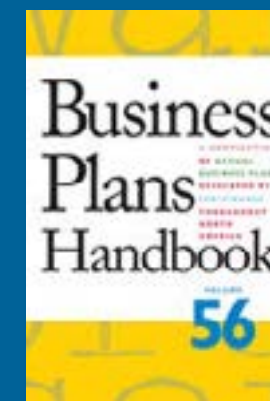
– Holly Hibner, Adult Services Coordinator, Plymouth District Library

GALE LEGAL FORMS

Help students and faculty understand common legal procedures related to business practices. *Gale LegalForms* offers access to a wide selection of essential state-specific (and multistate) legal forms that may be customized for the most-common legal procedures. Get insights into filing patents and trademarks, developing leases, creating bills of sale, declaring bankruptcy, and more.

GALE EBOOKS

Offer unlimited, simultaneous access to eBooks for students and researchers to dive deeper into complex business concepts, from management to marketing to entrepreneurship. Explore the *Gale eBooks Business Title List* at gale.com/business-ebooks.



Publisher: Gale
Edition: 56
Copyright: 2023
ISBN13: 9780028676159



Publisher: Gale
Copyright: 2023
ISBN13: 9780028676302



Publisher: Gale
Edition: 40
Copyright: 2023
ISBN13: 9780028676371



Publisher: Gale
Edition: 32
Copyright: 2022
ISBN13: 9780028669601



OFFER TOOLS FOR SUCCESS IN BUSINESS



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Gale, here for **everyone.**

