

MILLION DOLLAR DATABASE

Use *Million Dollar Database* to find:

- **Competitors:** Search by keyword or SIC/NAICS code and geography to find similar businesses.
- **Target Market:** Search by keyword or SIC/NAICS code and/or geography to find potential customers (business-to-business).
- **Sales Leads:** Search by keyword or SIC/NAICS code and/or geography to find potential customers.

Searching Dun & Bradstreet's Million Dollar Database

Dun & Bradstreet's Million Dollar Database (Million Dollar) is a business database available at all libraries in the Chester County Library System (in-house use only). It is a database for researching an industry or company, finding contacts and locating businesses. *Million Dollar* includes records for 1,600,000 U.S. public and private businesses with sales greater than \$1 million or 20 or more employees. Company information includes address, contact name(s), line of business, SIC codes, employee size, annual sales and type of ownership.

Note: The Chester County Library System subscribes to the U.S. component of the database only.

Simple Search

- Enter name of company.

Advanced Search

- Choose **Advanced Search**.

Use any combination of search fields. **Click** on **field**, follow the directions to enter criteria, then **hit Add to Criteria** button to select another field. Your **Search Criteria** will appear on the right side of the page. Once all criteria are entered, **click Run Search**.

Example 1: I'm looking for companies in Chester County that have 20-100 employees. From **Advanced Search**, under location, choose **County**. Enter **Chester**, then **click Find**. Choose **Chester, PA, United States**. Then **click Add to Criteria**. Under **Size Criteria** choose **Employment/Sales**. Beneath **Enter Number of Employees** choose **Between**. Enter 20 and 100 in the two boxes. Choose **Search by Single Location** or **Corporate-Wide** as appropriate. **Click Add to Criteria**. **Click Run Search** on the right hand side of page.

Example 2: I'm looking for pharmaceutical companies located within 20 miles of Exton. **Click Zip Code** in **Location** column. Near the bottom of the page, enter 20 and 19341 in the boxes. **Click Add to Criteria**. **Click SIC** in the **Industry Criteria** column. Enter **Pharmaceutical** in the **Keyword** box, and **click Find**. A list will appear. Check the box associated with each desired **SIC code**. Then **click Add to Criteria**. (If you know the SIC codes you may enter them directly.) **Click Run Search** on the right hand side of the page.