

SizeUp provided by Consumers Energy

ConsumersEnergy.com/smallbiztool

Consumers Energy wants to help you learn things about your business that you may not have known, and potentially discover new opportunities. That's why we're providing our Michigan family of small businesses with complimentary access to SizeUp, a business intelligence tool.

Learn Your Business Ranking

Whether you are a business owner or entrepreneur, you can enter information to:

- Determine your business ranking against industry competitors
- Validate or test your assumptions about future performance
- Gain access to millions of data points providing an objective analysis in an easy to understand display of charts, tables and maps
- Information is hyper-local and industry-specific

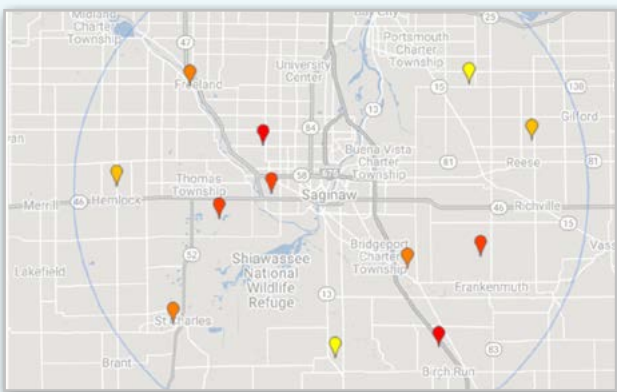
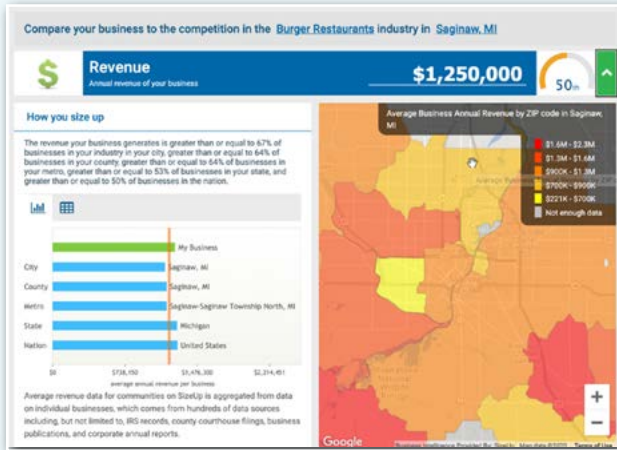
Discover Customers, Suppliers, and Competitors

- Gain access to lists of potential customers, discover new suppliers and better understand the competitive landscape
- Lists provide business contact information and are displayed geographically
- Businesses that sell directly to consumers can access information about disposable income and consumer spending, eliminating the need to rely on outdated business development processes

Optimize Advertising

Using powerful, customizable business and demographic data, SizeUp has the ability to reveal optimal places to target marketing efforts. Choose from pre-set reports to find:

- Areas with highest industry revenue
- Underserved markets
- Where average business revenue is highest



For additional information, please contact
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Consumers Energy
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