



Community Business Development Corporation  
Corporation au bénéfice du développement communautaire

# Business Planification Guide



## Business Start-Up Guide

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# 1. Introduction

The ever-changing business world has incited the creation of numerous products and services to meet the needs of entrepreneurs during the various phases of developing their business. However, it can be a challenge to find a comprehensive resource that allows new entrepreneurs to evaluate their assets and potential, develop their ideas, and create a plan to launch their business based on fundamental planning methods.

Self-confidence and a detailed business plan are two essential components needed to succeed in business. Being an entrepreneur can be a fulfilling experience, but it requires a lot of hard work and dedication. It is important that you realize, from the beginning, what you are getting yourself into!

This guide was designed to help you establish a prosperous business. It is a business-planning guide and contains tools that will assist you in defining your goals as well as the direction you wish to go in, while taking into account your abilities and the programs and services available to you.

Please note that this document is not necessarily a complete business-planning guide, but we hope that it will be a useful resource throughout your planning process.

## ***Disclaimer***

*Information contained in this document is of a general nature only and is not intended to constitute advice for any specific factual situation. Users concerned about the reliability of the information should consult directly with the source, or seek legal counsel.*

## ***Links Policy***

*Some of the hyperlinks lead to non-federal government sites, which are not subject to the Official Languages Act and the material may be available only in one language.*

## 2. Factors to consider before becoming an entrepreneur

The success of a company depends on several factors, such as the entrepreneur's preferences and aversions, their personal financial situation and capacity to obtain additional funds to finance the company, the state of the market in the area, as well as the possibilities of widening this market. Before launching a new business, or buying an existing one, an entrepreneur must carefully examine various factors.

### **Knowing yourself:**

It is important to learn to know yourself before you become an entrepreneur, as not everyone is meant to be a businessperson. You have to be well aware of your strengths and weaknesses.

### **Specialized knowledge:**

Do you have the knowledge and abilities required to launch a successful company? If not, it could be beneficial to take classes to acquire the necessary knowledge.

### **Investment capabilities:**

How much money do you have to invest in launching your company? Most entrepreneurs realize that their business requires more capital than initially anticipated. The financial requirements vary according to the type of business. The entrepreneur must have enough currency to face unforeseen events, to avoid cash flow problems and to avoid missing business opportunities.

### **Family interests:**

Will your new project have a negative effect on your family? The initial phases of starting a business require a significant amount of time and money. The entrepreneur has to determine if his/her savings combined with business profits will provide an adequate lifestyle for his/her family, especially during the start-up phase.

### **Financial performance:**

Will your business allow you to earn a living? Some people start a business without formulating a financial forecast. Take the time to determine if the revenues generated by your business will justify your effort and respond to your financial needs.

## **Characteristics of an entrepreneur**

- Has abundant energy and determination
- Has enough self-confidence to take calculated and limited risks
- Sets high, but attainable objectives
- Learns from prior mistakes
- Faces the competition by respecting self-imposed high standards
- Has excellent problem-solving skills
- Is versatile, wants to be competent in all areas

Obviously, an entrepreneur does not have to possess all of these qualities to be successful; also, a person with all of these qualities is not guaranteed success. However, if you recognize only a few

of these characteristics in yourself, it may be wise to relinquish the idea of becoming an entrepreneur.

### **One idea or several ideas?**

It is possible to start a business based on a single idea. It is also possible to start a business without knowing exactly what it has the potential to become. It has been proven, however, that the most successful companies are based on multiple ideas that can open the door to many possibilities. Consequently, if a project does not realize the intended results, many other possibilities remain to be exploited.

### **A good commercial idea must:**

- Meet your needs and personal interests
- Meet your customers' needs
- Be profitable
- Enable you to reach your financial goals

### **We have put together some ideas that can help you get started:**

#### **Contact or visit:**

Business owners	Potential customers
Former employers	Potential suppliers
Friends and acquaintances	Product brokers
Trade shows	New entrepreneurs
Plants and manufacturers	Post-secondary establishments

#### **Look out for trends:**

Health concerns	New technologies
Hobbies and travel	Specialized products and services

#### **Read:**

Business magazines	Newspapers
Classified ads	Shopping mall directories
Newsletters	

Look very closely at what is going on around you. Fads and trends can be good business opportunities, but be careful. A fad is short-lived and can generate quick money and a trend may last longer, but a business cannot solely be based on fads and trends. Below, we have listed some trends that might just be the business opportunity you are looking for:

#### **The aging of the population:**

The fastest growing group in the country, seniors have greatly influenced purchasing patterns. What are their concerns?

#### **The changing role of women:**

Every year, we see a growing percentage of women join the workforce. This brings changes in their purchasing habits. Are there adequate facilities in your area to meet their needs?

**Concerns with health:**

Canadians have witnessed significant changes in eating and exercise habits in recent years. What is available in your area?

**Computerization (New technologies):**

The computer and all the new intelligent technologies have revolutionized our world and will continue to do so. Do consumers find what they are looking for in your area?

It is recommended to seek the help of professionals who will most likely become significant allies throughout your career in business. You should strive to meet the following people: members of the local Community Economic Development Agency, Financial Institutions, Lawyers and Accountants.

It is important that you choose your financial institution, accountant, and lawyer carefully, since these people will be significant members of your team. Their opinions may sometimes differ from your own, but keep in mind that they are specialists in their own areas and that their advice is of great value, especially during the start-up phase of your business. You can never be over-informed when it comes to your business, as every detail will help you in the decision making process.

### 3. The Market Research

**It is essential to carry out a market research!** Many entrepreneurs assume that their product or service will automatically be in demand, but that is not always the case. It is essential to conduct a market research before beginning your small and medium-sized enterprise (SME).

Before starting a business, an entrepreneur must carefully assess the existing market for the products and/or services that will be offered. What is the current demand? What is the potential? Is the market in a state of inactivity, growth, or decline? Who are the potential clients? Who are the competitors?

Furthermore, there are specific measures to take to realistically examine your market:

- The entrepreneur must establish the limits of his/her business sector, on the scale of neighbourhood, city, region, country or world.
- The entrepreneur must then study the population in the delimited sector in order to determine the potential relation of this population with the business in question. Social and economic profiles like gender, age, occupation, income, marital status, average family size, ethnic customs, and education must be carefully studied. These statistics represent the region's demographics. Much of this information is available through Statistics Canada; some can be obtained from local or other governmental bodies.
- The entrepreneur must then study the target audience's purchasing habits. Are these individuals paying more attention to the price tags, or are they looking for quality products at regular prices? This information will guide an entrepreneur in the marketing approach of his/her product or service.

- The entrepreneur must determine the amount that his/her target clientele has spent annually on similar products or services, and then compare it to the total sales forecast. Is the sales potential high enough to meet the anticipated objectives?
- The entrepreneur must evaluate the sales volume for his/her target clientele to ensure that this volume can support another business on the market. What measures will be taken to attract the competitors' clientele?
- The entrepreneur must evaluate his competitors' strengths and weaknesses, make a list of his/her own competitive advantages, and evaluate the potential obstacles.
- Based on all the accumulated information, a business plan that covers the first two years of the company's predicted sales volume must then be written.

## 4. The different approaches to starting a business

The entrepreneur should determine the type of structure that is best suited for his/her business. A business can essentially start in many different ways, each of which includes positive and negative aspects. Here are a few pros and cons of some of the different approaches and types of businesses:

### 4.1. Starting your own business

#### Advantages

- You get to choose the location of your business as well as the product and/or service.
- Your business is built with your own time and money.
- The start-up cost is usually less than that of buying an existing business or franchise.
- You select your merchandise and your suppliers.
- You decide when to expand or diversify.

#### Disadvantages

- Market uncertainty is uncertain.
- Absence of an established clientele.
- Requires a lot of compromises and time.
- Difficult to obtain the necessary financing.
- Uncertain financial forecast.
- Untested location.
- Greater risks.

#### Some steps to take

1. Choose a business name.
2. Research the chosen name.
3. Register the business name.
4. Register with the government to get an HST number.
5. Obtain all other necessary licenses.



## 4.2. Purchasing a Franchise

### Advantages

- The market research has already been performed by the Franchiser.
- The start-up cost is clearly established and the rules and regulations are already in place.
- The location has been laid out and the necessary equipment provided.
- It is easier to obtain financing and the investment proves to be less risky.
- The benefit of a national image and solid purchasing power.

### Disadvantages

- The profits and/or returns are shared with the Franchiser.
- The franchise agreement can favour the Franchiser.
- The start-up cost is usually higher than if you start a new business.
- Limited freedom in choosing your suppliers.
- If one franchise gets bad publicity, all the others will be affected.

### Steps to take

1. Find the appropriate franchise.
2. Get detailed information about the start-up cost, the necessary investments and financing, etc.
3. Research the industry, the profit margins, the sales forecast as well as all other pertinent information pertaining to the business plan.
4. Have all documents requiring a signature verified by a lawyer.
5. After signing the franchise agreement, proceed with the registration or the incorporation of the business name, if appropriate.
6. Obtain all necessary tax collection licenses.
7. Obtain all other necessary licenses (relating to health, environment, etc.)

For more information on franchising and the steps to take before investing in a franchise, please consult the Canada Business Website, where you will find valuable information regarding franchises.

<http://www.canadabusiness.ca/eng/search/results/search&keywords=franchise/>

## 4.3. Purchasing an Existing Business

### Advantages

- Established clientele.
- Increased accessibility to financing due to antecedents.
- Proven business location.
- Trained personnel who know the product and the clients.
- Established suppliers.
- The investment is less risky.



### **Disadvantages**

- The location and lease may not meet your needs.
- The merchandise may not correspond to your target audience.
- The business might have a bad reputation.
- The site may not meet and/or conform to all the necessary laws.
- Key employees may not be willing to stay with the business.
- Purchase price may be too high.

### **Steps to take**

1. Identify an excellent opportunity.
2. Obtain all of the available financial statements throughout the history of this business, up to the present, as well as detailed information on the purchase price (such as what is included in the purchase price), accounts receivable and accounts payable, copies of all signed contracts and any ongoing obligatory contracts between this business and its suppliers or clients, a list of assets and accumulated depreciation (if there has been any) as well as all information pertinent to the evaluation of the actual financial situation of the business in question.
3. Research the industry, its profit margins and its predicted growth.
4. Thoroughly examine the shareholders repurchase agreement in order to fully understand it.
5. Have a lawyer review all documents that require a signature.

### **Here is an interesting tool for entrepreneurs who may be considering buying or selling a business:**

The Future NB website provides a forum for business owners and potential buyers in New Brunswick to connect at no cost. This initiative is made possible thanks to the Community Business Development Corporation (CBDC) and the Government of New Brunswick. Here is the website link: [www.futurenb.ca](http://www.futurenb.ca)

## **5. Planning your business**

After deciding to start a business, an entrepreneur must take many steps to make that business a reality.

### **5.1. The Business Plan**

#### **Why is a business plan necessary?**

The purpose of a business plan is to help you thoroughly plan your business. The business plan should set goals, guidelines and milestones. It describes how your business will operate.

By establishing milestones in your business plan, you can compare your actual results against what you predicted in your plan. This will help you identify problems before they become unmanageable and help you to keep your business on track.

A thorough business plan demonstrates that you have a complete, organized and factual tool in your hands. This will help to convince investors, bankers, government agencies or other financial sources that you have a sound business concept, worthy of their investment.

To facilitate the preparation of your business plan, here is an overview of the different sections to include:

- Introduction
- Project Description
- Information on this business sector and how your business/concept fits in it
- Market Summary
- Financial / Legal / Technical (Information)
- Funding Plan
- Financial Statement – Income Statement
- Financial Statement – Balance Sheet
- Personal Financial Statements
- Resume



## 6. Steps to starting a business

### 6.1. Regulations and Licences

Our governmental bodies: federal, provincial and municipal, have created laws and regulations to protect consumers and the environment. All businesses must abide by these laws and regulations. Depending on the product or service, a business will require certain licenses that have been designed to protect public safety and meet the established standards.

The following are some of the most common requirements affecting businesses.

## 6.2. The legal structure of your business

There are three main legal business structures: Sole proprietorships, Partnerships, and Corporations. For more information concerning these different business structures, please contact the Service New Brunswick office closest to you or visit their website at: [www.snb.ca](http://www.snb.ca) Before making a decision on the type of registration that is best for your business, it is well advised to consult an accountant and/or a lawyer.

### 6.2.1. Sole Proprietorships

In a sole proprietorship, one person is responsible for accomplishing all the necessary activities to create a successful business. A sole proprietor is also fully responsible for all debts and obligations related to his/her business. This type of owner can be described as self-employed or independent.

#### Advantages

- Relatively low start-up costs
- More freedom in regards to legal issues
- Owner is in direct control of the decision making
- Minimum requirements regarding working capital
- Special tax advantages for small business owners
- All profits can accrue to the owner

#### Disadvantages

- Unlimited liability
- Lack of continuity
- Difficulties gathering capital
- A first-time entrepreneur lacks experience

### 6.2.2. Partnerships

In a partnership, two or more people or affiliations combine their talents and resources. All associates share the responsibilities related to the business, regardless of the capital invested by each. Furthermore, each partner is responsible for any debt incurred by any other partner if it is directly tied to the business.

#### Advantages

- Easily established
- Relatively low start-up costs
- Additional sources of investment capital
- Possible tax advantages
- Limited regulations
- Broader management base
- Shared risks and losses

**Disadvantages**

- Unlimited liability
- Lack of continuity
- Divided authority
- Difficulty in gathering additional capital
- Difficulty in finding suitable partners
- Shared profits

**6.2.3. Corporations**

The constitution of a corporation creates a legal entity or a responsible person, distinct and separate from its owners (shareholders). In general, a corporation possesses all the rights and powers of an individual.

**Advantages**

- Specialized management
- Ownership is transferable
- Continuous existence
- Separate legal entity
- Possible tax advantages
- A potentially vast management base
- Shared risks and losses

**Disadvantages**

- Lack of continuity
- Divided authority
- Difficulty in gathering additional capital
- Difficulty in finding suitable partners
- Shared profits

The following characteristics distinguish a corporation from a partnership and a sole proprietorship:

**Limited Liability:** Normally, no shareholder can be held personally liable for the debts, obligations or acts of the corporation beyond the amount of share capital the shareholder has subscribed.

**Perpetual Succession:** Because the corporation is a separate legal entity, its existence does not depend on the continued membership of any of its shareholders. It is easy to change a corporation's members, as ownership of shares in the corporation may be transferred (sold, etc.) without affecting the corporation's existence or its continued operations.

**Incorporation Process**

The incorporation process is very involved and somewhat complex, so it is recommended that you seek the advice of either a lawyer and/or an accountant. It is important to ask your lawyer

about any fees he/she will be charging. Accountants, for their part, typically offer their services on an hourly rate basis.

For those who choose to perform these tasks themselves, here is a list detailing some of the costs that should be expected:

- Researching a business name
- Registering the business name
- Purchasing the necessary books and seals
- Purchase of shares

Regardless of the legal structure decided upon for your business, it is recommended that you meet with a lawyer to fully address all the legal details, contracts and responsibilities.

### 6.3. Choice of a Business Name

The name of a business is very important, much more important than the name(s) of the owner or owners. To help you choose your business name, here are a few simple recommendations:

- The name should be short, simple, and easy to remember.
- The name should reveal what you offer to your clients.
- Unless you are well-known, avoid using either first or family names.
- Avoid words or phrases like “quality” and “discount store”.
- Verify that the name does not already exist in your region or province.

### 6.4. Corporate Registry

Once you have decided on the form of your business and selected its name, you will normally need to register your business with the Corporate Registry.

If you intend to incorporate as a Corporation, operate as a Partnership or operate as a Sole Proprietor or to obtain more information about the above mentioned subjects, do not hesitate to contact the:

#### **Corporate Registry**

#### **Service New Brunswick**

432, Queen Street

Fredericton, NB E3B 1B6

Telephone: (506) 453-2703

Fax: (506) 453-2613

Website: [www.pwx1.snb.ca/snb7001/f/2000/2500f.asp](http://www.pwx1.snb.ca/snb7001/f/2000/2500f.asp)

## 6.5. Business Number and Integrated Services (BN)

A Business Number (BN) gives you a unique identifier that remains unchanged no matter how many or what types of accounts you have.

The BN identifies the Canada Revenue Agency's (CRA) four major business accounts:

- Corporate Income Tax
- Payroll deductions
- Harmonized Sales Tax (HST)
- Import/Export

For more information on this subject, contact the business office of the Canada Revenue Agency Telephone: 1-800-959-7775 or visit their Website at: <http://www.cra-arc.gc.ca/tx/bsnss/sm/menu-eng.html>

## 6.6. Harmonized Sales Tax (HST) Number

On April 1st, 1997, the Federal and Provincial governments harmonized their sales tax. Even though the new tax follows the majority of the regulations surrounding the Provincial Sales Tax (PST), it is recommended that the Canada Revenue Agency be consulted regarding the most recent information on the HST. This requirement could represent a sizeable amount for your business. It is important to note that businesses that expect to earn \$ 30,000 or less per year are not required to register for an HST number. You should be aware that if your business generates revenues of less than \$ 30,000 per year, registering your business could be either to your advantage or disadvantage depending on your particular circumstances. An accountant or fiscal analyst can help you make the right decision for your business.

For more information on the HST, contact the Canada Revenue Agency at 1-800-959-7775 or visit their website at: [www.cra-arc.gc.ca](http://www.cra-arc.gc.ca)

Some documents contain essential information on starting a business. These are available at the Canada Revenue Agency office in your region, or online at: [www.cra-arc.gc.ca](http://www.cra-arc.gc.ca)

## 6.7. Business Registration Online (BRO)

Business Registration Online is a one stop, online, self-serve application that allows you to register for a Business Number, as well as for the four program accounts: Corporate income tax, Harmonized GST/HST, Payroll deductions and Import/Export.

For more information and to register, please visit the following website at: <http://www.cra-arc.gc.ca/tx/bsnss/tpcs/bn-ne/bro-ide/menu-eng.html>

## 6.8. Licences

Depending on the business structure, an entrepreneur must obtain licenses that will authorize required tax collection and payroll deductions. For more information on these licences please visit the BizPal website the online source of information on permits and licenses.

Launched in 2005, BizPal is jointly managed by a partnership involving governments at the federal, provincial, territorial and municipal levels. Provinces, territories and hundreds of

municipalities have collaborated to provide the permits and licences that may be required to start and grow your business.

<http://www.bizpal.ca>

## 6.9. Employer Number

If you intend to hire personnel, you must obtain an employer number that will allow you to take payroll deductions for Canada Pension Plan (CPP) and Employee Insurance (EI). To register, contact the Regional Tax Office of the Canada Revenue Agency at 1-800-959-7775.

## 7. Questions Related to Employees and Employment Regulations

To establish a favourable work environment for all, it is important to understand the responsibilities and rights of both employees and employers. For more information regarding government regulations pertaining to statutory holidays, vacations, etc., contact the:

### **Department of Post-Secondary Education, Training and Labour Employment Standards Branch Central Office**

Chestnut Complex, 470 York Street

Fredericton, NB E3B 5H1

Toll Free #: 1-888-487-2824

Website: <http://www.gnb.ca/0308/index-e.asp>

### 7.1. WorkSafe New Brunswick

If you foresee the need to hire three or more employees for any period of time, you must register with WorkSafe New Brunswick.

#### **WorkSafe NB**

P.O. Box 160

Saint John, NB E2L 3X9

Toll free: 1-800-222-9775

Website <http://www.worksafenb.ca>

## 8. Other Important Questions

To start and grow a business, an entrepreneur must take a variety of factors into consideration. Although the following list may not be complete, it does contain the most important aspects.

## 8.1. Health and Wellness

All those considering the option of opening a business in any of the fields listed below must contact the Provincial Department of Health and Wellness to obtain the latest information on current regulations. Contact the Public Health Services at (506) 457- 4800 to speak with an inspector in your region or visit their website at: <http://www.gnb.ca/0051/index-e.asp>

- Food preparation
- Daycare
- Retirement Homes
- Special Care Homes
- Restaurants
- Any business in food preparation or service

## 8.2. Accommodation Rating

In order for your establishment to be listed in provincial tourism guides, it must be rated by New Brunswick Tourism Grading Inc. For more information, contact:

### **New Brunswick Tourism Grading Inc.**

1133, Regent Street, Suite 202, Fredericton, NB E3B 3Z2

Telephone: (506) 458-1995

Website: <http://www.selectnb.com/>

## 8.3. Tourism and Parks

For more information you can also contact the office of New Brunswick Tourism and Parks at (506) 444-5205 or visit their website at: <http://www.gnb.ca/0397/index-e.asp>

## 9. Insurance

A variety of different types of insurance is available for all types of businesses. It is recommended that the entrepreneur examine these basic types of insurance and chose the one that best meets his/her needs.

**Life Insurance** – Under many circumstances, it is extremely important to have life insurance. The following situations are examples in which life insurance would be extremely beneficial.

- If you need loans to start your business, you should insure them individually in case of fatality, or subscribe to a life insurance that will cover all loans.
- Associates should also carry relatively high life insurance policies so that the business can continue after the death of one of the partners.
- To minimize the financial burden on an entrepreneur's family.

**Fire Insurance** – It is recommended to insure ones assets against loss by fire. Unforeseen events like a fire can be extremely detrimental on both a professional and personal scale. It would also be

wise to procure an insurance policy that would cover all business loan payments until a new location is found or repairs to the damaged location are completed and the business can be re-opened.

**Vandalism and Theft** – The possibility of vandalism and theft is real. Entrepreneurs should protect themselves by subscribing to an appropriate insurance.

**Third-Party Liability Insurance** – If clients are welcome for meetings at your business location, it is recommended to procure Third Party Liability insurance, which will cover falls and other accidents caused by slippery sidewalks, wet floors, etc.

**Disability Insurance** – Personal Disability insurance plans are designed to provide continued monthly revenue to employees who lose their income due to long term or permanent disability.

**Group Benefits Package** – An Employee Group Benefit Package may be attractive to your employees. Although many consider a Group Benefit Package to be expensive and optional, it helps insure the health needs of your employees and often those of their families as well. If your business requires high-quality employees, this measure can help you to attract and retain them.

**Home Insurance (Business Asset)** – If you are exploiting a home-based business, you should have separate insurance coverage for your business assets. The business assets insurance will cover your business furniture, computers, office materials, as well as all other specialized equipment used in your business.

**Business Automobile Insurance** – If you intend on using your personal automobile for business use, it will probably be necessary to obtain additional insurance.

For more information pertaining to the items listed above, contact your insurance broker. They will be able to assist you in obtaining the insurance policies best suited to your needs.

## 10. Environmental Rules and Regulations

Entrepreneurs can obtain a copy of the local environmental regulations by contacting the office of the Department of the Environment and Local Government by calling:

### Area code: 506

Bathurst	547-2092	Miramichi	778-6032
Fredericton	444-5149	Moncton	856-2374
Grand Falls	473-7744	Saint John	658-2558

Or visit their website: <http://www.gnb.ca/0009/index-e.asp>

## 11. Do you need financing?

To properly manage the growth of a business, an entrepreneur requires appropriate financing in the form of term loans, lines of credit, seed capital, supplier credit, etc. The following is a short list of financing establishments.

- The Community Business Development Corporation (CBDC)
- Atlantic Canada Opportunities Agency (ACOA)
- Business Development Bank of Canada (BDC)
- Caisses Populaires
- Commercial Banks
- Venture Capital

## 12. Technological Issues

Technology plays an ever increasing role in today's business world. Items that were considered luxuries a few years ago have now become necessities. Furthermore, the manner in which business is conducted is changing very rapidly. The Internet, E-commerce, and debit cards are examples of these new tendencies, not to mention smart phones and their 'apps'. The entrepreneur needs to reflect on how these new technologies can be exploited to make his/her business more competitive. Many businesses in the region offer services in the technical sector, most notably in the creation of business plans, marketing plans and market research, as well as in Internet access, website creation, technical education, counselling services, environmental studies, plans and sketches, etc. You can find the appropriate specialized businesses by referring to the telephone directory or via the Internet.

### 12.1. New products and inventions

Entrepreneurs wishing to create a new product can contact the following organizations, as their purpose is to assist in the evaluation of the multiple aspects surrounding a new product.

### 12.2. The National Research Council Canada

In Canada, thousands of university and college graduates are looking for opportunities to put what they have learned to use in a business like yours. Together, you can create a professional network favouring both technological development and job creation. The National Research Council Canada ([www.nrc-cnrc.gc.ca](http://www.nrc-cnrc.gc.ca)) offers many different programs designed to help in the development of new products. Following are a few areas in which the Industrial Research Assistance Program (IRAP) may be of assistance:

- Financial assistance
- Consultation services
- Guidance through the integration of Sustainable Development for innovations.

### 13. Are you a member in a business network?

Numerous organizations offer services such as reduced rates, group purchases, and other activities based on networking to both new and established businesses. The services offered vary from one organization to another. For more information, contact:

Your local Chamber of Commerce

The Women in Business Initiative, website: [www.wbnb-fanb.ca](http://www.wbnb-fanb.ca)

Conseil économique du Nouveau-Brunswick, website: [www.cenb.com](http://www.cenb.com)

### 14. Learn even more by consulting the:

#### 14.1. Community Business Development Corporations (CBDCs)

The Community Business Development Corporations (CBDCs) are a network of autonomous, not-for-profit organisations working to meet the needs of small businesses. There are 10 CBDCs in New Brunswick, each dedicated to the development of small businesses and job creation in their communities.

The CBDCs assist in the creation of small businesses and in the expansion and modernization of existing businesses by providing financial and technical services to entrepreneurs.

##### Community Business Development Corporation (CBDC's)

Phone number: 1-888-303-2232

Website: [www.nbcdbc.ca](http://www.nbcdbc.ca)

#### 14.2. Canada/New Brunswick Business Service Centre

570 Queen Street, Fredericton, NB, E3B 6Z6

Toll free: 1-888-576-4444

Hearing Impaired only TTY: 1-800-457-8466

Website: [www.entreprisecanada.ca](http://www.entreprisecanada.ca)

The Canada/New Brunswick Business Service Centre (CBSC) offers information and recommendations on programs, services, and regulations of both the Federal and Provincial governments. The CBSC also provides the following services:

- Direct communication with governmental department representatives relating to programs, services, and regulations.
- Fax-on-demand service: Direct fax transmission of information on governmental programs and services 24 hours/day.
- Access to business-related directories, databases, and publications.

### 14.3. Enterprise Network

The Enterprise Network is designed to create prosperity in communities throughout the province through its network of 15 regional Enterprise agencies. By building stronger communities, the Enterprise Network is helping build a stronger New Brunswick.

New Brunswick's approach to economic development puts communities in the driver's seat of their own economic growth, by giving them real decision-making power and the resources they need to build on their own assets and strengths. This is a program of community development from the ground up based on a partnership between various levels of government and the community. The goal is to help businesses and community organizations take their future in their own hands.

### 14.4. Info-Commerce

Canada Business-New Brunswick, in partnership with the New Brunswick Association of CBDC's, provides entrepreneurs with its most popular and useful information products. Whether you are looking to start a business or grow an existing one, their guides and factsheets will help your company reach its full potential. Their monthly newsletter can keep you informed on new programs and other items of interest to the small business community.

Website: [www.info-commerce.ca](http://www.info-commerce.ca)

### 14.5. Statistics Canada

**Statistics Canada** gathers statistics on population, health, education, legislation, and culture, as well as revenues and spending per household. National, provincial, urban and rural statistics are available. For example, the Family Expenditures Survey itemizes families' annual expenditures by category, such as food, clothing, automobile, household items, etc., and provides this information on a regional basis.

#### **Statistics Canada**

1770 Market Street

Halifax, NS, B3J 3M3

General inquiries: 1-800-263-1136

Products and services sales line: 1-800-267-6677

Fax: (902) 426-9538

Hearing Impaired only TTY: 1-800-363-7629

Website: [www.statscan.ca](http://www.statscan.ca)

## 14.6. Strategis - Canada's Business and Consumer Site

Telephone: 1-800-328-6189

Website: <http://strategis.ic.gc.ca>

**Strategis** is the most important business website in Canada. This site allows for easy and direct access to specialized know-how and to exhaustive documented resources from Industry Canada. The informative tools from Strategis can help business owners break into new markets, investigate growth possibilities, find partners, form alliances, discover and develop new technologies and procedures, and evaluate the risks pertaining to new businesses. Strategis also offers information on many other aspects: applying for a loan through the Small Business Loans Act, the incorporation of a business, the procurement of a patent or trademark as well as bankruptcy searches.

### Key Information Categories

- Business information
- Information on particular industry sectors
- Technology, innovation, licenses and legislation
- Market legislation and regulations
- Consumer Information

## 14.7. Government of Canada Online – <http://canada.gc.ca>

The Government of Canada website will provide you with access to all of the Government Departments and Agencies. It will also provide information that cannot be found on the Strategis website.

## 14.8. Government of New Brunswick – [www.gnb.ca](http://www.gnb.ca)

The Government of New Brunswick website will provide you with access to all of the Government Departments and Agencies.

## 14.9. Other informative sources

**Libraries (Public, Regional, University, etc.)** – Libraries provide access to newspapers, magazines, business periodicals, industry publications, national and international directories, and perhaps specialized documents such as surveys and statistics on governments and the world. Many can be accessed online, via the Internet.

**The Internet** – The Internet contains a wealth of information. Based on your needs, you can gain access to valuable information. The Internet is accessible in all large public libraries.