



Government of Canada  
Gouvernement du Canada

# Get Your Business **Going** and **Growing**

Canada **Business**  
Network

Paul Gérin  
Business Development Officer

Canada

The slide features a dark blue header with the Government of Canada logo and name. Below this, the main title 'Get Your Business Going and Growing' is displayed in white and yellow text. The background is divided into three horizontal sections: a dark blue top section, a light beige middle section, and a darker beige bottom section. The 'Canada Business Network' logo is positioned in the middle section. The name 'Paul Gérin, Business Development Officer' is in the bottom left, and the 'Canada' logo is in the bottom right.

## Our Services

**FREE** and reliable, we are proud to offer the following:



Business information  
and referrals



Province-wide  
bilingual service



Comprehensive  
national website



Access to government  
programs and services



Business planning  
tools and resources



Financing  
information

**1-888-576-4444**

**[www.canada.ca/business](http://www.canada.ca/business)**

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## Canada Business Network

- Our goal is to provide your business with the resources it needs to grow and prosper, including a wide range of information on government services, programs and regulations.
- Canada Business Network promotes entrepreneurship and innovation, and provides assistance through an organized network of service centres across Canada. There is a centre in each province and territory working with partners in many communities across their region, providing you with numerous service access points.
- We strive to:
  - Reduce the complexity of dealing with multiple levels of government
  - Consolidate business information in one convenient service
  - Enable you to make well-informed business decisions in a global economy
  - Contribute to your success through sound business planning, market research and the use of strategic business information
- Canada Business Network is a collaborative arrangement among federal departments and agencies, provincial and territorial governments and not-for-profit entities. Federally, it is managed in the following configuration:

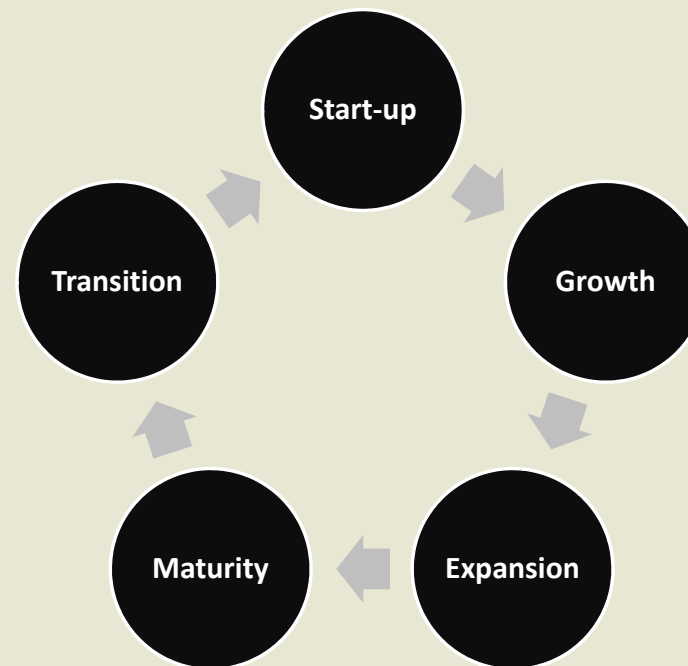
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# Your Business

We are here for you every step of the way!



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# Funding

We don't offer it, but we can help you find opportunities



Government  
Grants, Loans,  
Programs



Private Sector  
Grants and  
Loans



Not-for-Profit  
Grants and  
loans



Crowdfunding



Equity  
Financing



Personal  
Assets



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# Market Research

## We can help you find...

- Industry performance and consumer trends
- Critical analysis, statistics and forecasts
- Demographics
- Suppliers of product
- SWOT analysis (strengths, weaknesses, opportunities, threats)
- Economic data and analysis
- Consumer spending habits
- Brand and company market share data by product industry

***Starting or expanding a business can be overwhelming, let us help you find the information you need!***

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Canada **Business** Network

# Industry Intelligence

**We can help you better understand your industry**

- What are the trends in my industry? How is it performing?
- What are the average revenues and expenses for a small business in my industry?



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# Your Customers

**We can help you answer these questions:**

- Who are my customers and where do they live?
- How old are my customers and what is their average income?
- How much do they buy annually or monthly?
- What is the ideal location for my business?



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# Your Competition

We can help you understand your competition

- Who is my indirect and direct competition?
- What is their annual revenue?
- Where are they located?
- How many employees do they have?



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## Our Resources

### We have access to several databases

- Pccensus – Map based demographics
- IBIS World – Industry reports
- Industry Canada – Industry Statistics
- Passport/EuroMonitor Industry trends and forecasts
- Gale Cengage – Sample business plans
- Business Plan Pro – Sample business plans
- Business in a Box – Sample legal documents
- Hoovers – Industry intelligence, business lists
- Kompass – Foreign suppliers, exporters, manufacturers

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# Canada Business

Let us be your first point of contact for information on...

- Business structures
- Copyrights, patents, and trademarks
- Government regulations
- Taxation
- Business planning
- Permits and licensing
- Financing
- Market & industry research
- Importing & exporting
- Human resources



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**[www.canada.ca/business](http://www.canada.ca/business)**

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Canada **Business** Network

By calling the  
Toll-free number  
in your province  
you will be directed to the regional  
Network Organization  
1-888-576-4444

<https://canadabusiness.ca/about/contact/>

**1-888-576-4444**

**[www.canada.ca/business](http://www.canada.ca/business)**

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## Stay Connected

Feel free to contact us anytime!

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/CanadaBusinessNS



RSS Feed via website



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