



The CEFQ Welcomes You!

“STARTING A BUSINESS” A Bilingual Comprehensive Course.



Donna Morris
Teacher/Coordinator

This program covers all the bases to starting a new business, either product or service-based. We will help you turn your idea into reality.

In collaboration with the *Commission Scolaire Marguerite-Bourgeoys*, participants will receive an **Attestation of Vocational Studies (AVS)** from the *Ministère de l'Éducation, du Loisir et du Sport du Québec* (Quebec's Ministry of Education) when the program is completed. There is a possible eligibility for a loan and/or bursaries from the *Ministère de l'Éducation, du Loisir et du Sport du*

Québec (upon meeting certain requirements). Follow-up coaching will be offered to the participants during and after the training (some conditions apply).

We will guide you to :

- **Write out a Business Plan to help you realize your potential and reach your goals.**
- **Learn and understand to effectively use financial data to assure your success:**
 - Balance Sheets, Cash Flows and Income Statements are made simple and easy to understand.
- **Legal Matters; Get paid! Write credible and comprehensive contracts yourself.**
- **We have a special emphasis which focuses on the Web:**
 - Learn to do marketing research efficiently on the Web.
 - Use the Web to increase your income.

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- **Participants are expected to be self-motivated,** to complete and submit all exercises and homework on time, and able to communicate in English and/or French.
 - **Class Lectures** are going to be held for 12 weeks on Saturday.
 - **Unique feature - individualized guidance :** Private meeting with the teacher, by appointment. Coaching available in English or French.
 - **New Techniques :**
 - Learn to use computers for business
 - Use the Internet effectively.
 - **Special Options :** When possible, we will have class field trips to local events and/or trade shows.

This program is held at the
**Women's Entrepreneurial
Center of Québec**

NEW!
WE NOW WELCOME MEN!

**10794 Lajeunesse Street
Suite 100, Montreal, QC
H3L 2E8**

**Registration: Mme. Lyse Mailhot
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THE COURSE OUTLINE

“HOW TO START AND RUN A BUSINESS, OVER THE LONG TERM, SUCCESSFULLY”

Business Orientation and the Self-Employment Process

Self-assessment; is this life-style for you?

- Is it possible? Compile a personal inventory of your skills, resources and support systems
 - Will it work? Defining your business concept
 - What does it take to make money? Transforming a business idea into reality, really!
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The Business Plan Outline

Your recipe for success has to be written down to become real.

- Exploring the fundamental steps and requirements to map out your business future, plans, growth your long-term vision and assured success.
 - Self-Employment versus Registered versus Incorporated. Do you know which is which and why?
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Marketing and Sales

Marketing is one thing, Sales is quite another. Understanding the difference is everything!

- How to conduct market research, both product and service businesses
- Learn how to actually sell to a customer (classroom role-plays)

The class Teacher is a Certified Business Sales Coach.

Planning Resources

These 4 Main Elements are the Keys to Business: Time, Money, Human Resources and the Law.

Do you know how to maximize these resources?

- Time = Money. How are you spending of each?
 - The Law: To ensure payments from your customers, learn to create contracts yourself.
Intellectual Property: Protect your name, logos, ideas, designs and/or inventions.
 - Human Resources; we all need help.
When, how, why, to hire employees. Salaries and Payrolls are not always necessary.
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The Financial Plan

Understanding finance made simple:

- Easy methods for understanding how a Cash Flow Chart can make your business profitable.
- Income Statements are score cards. Using them effectively can save you a lot of money!
- The Balance Sheet is where riches are buried. Can you find the fortune you may already have?
- Explore possible government grants, aid programs and other financing options.

Taxes and Self-Employment:

Often, it is not what you make, it is how much you keep!

- Save money using legitimate deductions and review actual tax return samples for self-employed workers whether registered or incorporated.

TO REGISTER, CALL 514 521-3137, extension 123