



Consultant Advisory Services

In today's complex and ever-changing world, running a business can challenge even the most experienced and able entrepreneur.

Complementing your own business management skills, the Women in Business Initiative (WBI) offers you a wide range of tools to help you guide your business to its fullest potential.

WBI can provide timely information, networking opportunities, counselling and targeted training. In addition, based on need, it may also help you to engage additional, expert advice through the WBI Consultant Advisory Services (CAS).

How it works

A member of the WBI team will meet with you to discuss your business needs. Should outside expertise be required, you may be matched with a qualified WBI-CAS business consultant.

Together, you'll tailor a project specific to your operation. Projects will generally involve one of the following:

- A business diagnostic which will assess performance, key challenges and opportunities, and identify measures to strengthen operations;
- A business management skills analysis which will identify strengths and weaknesses, particularly those related to long-term growth;
- Development and implementation of a sound, strategic business plan which will guide your business and, where needed, assist in favourably positioning your company for financing;
- Mentoring and follow-up which will support your efforts to implement business strategies developed by the other three WBI-CAS products.

What does this mean to you?

WBI can cover up to 75% of eligible WBI-CAS-related costs (to a maximum of \$5,000 per project).

Who is eligible?

To be eligible, the business must be owned by a woman (or women) who:

- Owns at least 50% of the business;
- Has at least 51% of its operating control;
- Is involved in the day-to-day running of the business.

All industry sectors are eligible.

Interested in learning more? To learn more about WBI-CAS, talk to a member of the WBI team today:

Newfoundland and Labrador
ACOA NL: 1-800-668-1010

New Brunswick
ACOA NB: 1-800-561-4030

Nova Scotia
ACOA NS: 1-800-565-1228
Enterprise Cape Breton Corporation (ECBC):
1-800-705-3926

Prince Edward Island
Prince Edward Island Business Women's Association
(PEIBWA): 1-866-892-6040
ACOA PEI: 1-800-871-2596

ISBN Number: 0-662-67656-4
Catalogue Number: C89-4/111-2003
ACOA: 01-2004



Atlantic Canada
Opportunities
Agency

Agence de
promotion économique
du Canada atlantique

Canada