

Craft Business Business Sourcing Guide

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Canada / British Columbia Business Services Society

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<http://www.smallbusinessbc.ca>

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Craft Business

Regulatory / Legal

Basics for Getting Started

Basic regulatory requirements that are likely to affect you when starting your business include registering your business name, obtaining a business license and paying taxes. For more information on basic regulatory requirements, visit the Canada / BC Business Service Society's web site at:

<http://smallbusinessbc.ca/workshop/basics.php>

Funding / Financing

Financing Your Business

You may want to use one or more types of financing in your small business. You may choose short-term debt financing, long-term debt financing or equity financing. For more information on financing your small business, visit the Canada/BC Business Service Society's web site at:

<http://www.smallbusinessbc.ca/financing>

Financing a Craft Business

The majority of individuals starting a craft business have relatively minor funding and financing concerns as compared to other small business ventures. Most entrepreneurs in this area of business will operate their venture from the home, minimizing many of their financing needs.

When starting a craft business, funding needs are likely to revolve around the purchase of equipment and supplies for developing your product. There may also be a need to setup a home office with required furniture, office supplies and equipment.

Funding / Financing continued

Given the relatively minor financing requirements of starting most craft businesses, the most likely sources will be traditional lending institutions such as banks and credit unions. Financing options appropriate to this type of business are a credit card; an operating loan; short-term financing in the form of an operating line-of-credit and equipment leasing.

Use of a credit card allows the small business owner access to a line-of-credit with a pre-determined limit, without restrictions on access or use of funds. Available through all banks and credit unions, credit cards are extended to business owners based on their personal credit history.

Operating loans are made to small businesses and used to supplement operating capital. A short-term loan of this type may be negotiated through any bank or credit union and provides the small business with an operating line-of-credit with the same associated terms and conditions as other forms of loans.

Sources of Financing*Community Futures Development Corporations (CFDC)*

Community Futures Development Corporations provide rural businesses with loans to assist expansion, or to help entrepreneurs create new businesses. Loan amounts are up to \$125,000.

Canada Small Business Financing Program (CSBF)

The Canada Small Business Financing Program was created to help small businesses reach their potential by making it easier for them to get term business improvement loans to finance the purchase or improvement of fixed assets, for new or expanded operations. Administered under the Canada Small Business Financing Act (CSBFA), the program is a joint initiative between the Government of Canada and private-sector lenders.

Business Development Bank of Canada (BDC)

The Business Development Bank of Canada (BDC) is Canada's small business bank. BDC plays a leadership role in delivering timely and relevant financial and management services, with a particular focus on the emerging and exporting sectors of the economy. BDC is dedicated to helping create and develop Canadian small and medium-sized businesses.

Sources of Financing

To find the nearest Community Futures Development office in BC, check:

<http://www.communityfutures.ca/provincial/bc/locations/>
or call

Canada/BC Business Service Society

Tel: 1-800-667-2272

Strategis Web Site – Sources of Financing

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

To find the nearest Community Futures Development office in BC, check:

<http://www.communityfutures.ca/provincial/bc/locations/>
or call

Canada/BC Business Service Society

Toll-free: 1-800-667-2272

Canada Small Business Financing Program

For further information on the CSBFA, contact the Lender of your choice or view the Web Site at:

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

Business Development Bank of Canada

Toll Free: 1-888-INFO BDC
for a local branch check:

<http://www.bdc.ca>

Overview of Government Financial Programs

The Overview is the Canada/BC Business Service Society's publication that lists government assistance programs and services for small business. Both federal and provincial government programs are listed.

Not meant to be a comprehensive list of all business assistance programs, the Overview is a collection of the more popular programs that are more readily available to the small business owner.

Creation/Production Grants to Professional Artists

The Visual Arts section of the Canada Council offers three types of grants to professional artists working in architecture, the visual arts, independent criticism and curating, craft and photography.

To be eligible to apply, you must: be a Canadian citizen or permanent resident of Canada; have completed basic training (not necessarily in a formal educational institution); have produced an independent body of work; have received recognition through public presentations of your work. The value of the grant varies for established, mid-career or emerging artists.

Overview of Government Financial Programs

<http://www.smallbusinessbc.ca/pdf/overview.pdf>

Creation/Production Grants to Professional Artists

Visual Arts Section

Canada Council

PO Box 1047, 350 Albert St.

Ottawa, Ontario, K1P 5V8

Toll-free: 1-800-263-5588

Tel: (613) 566-4414, ext: 5060

Fax: (613) 566-4390

<http://www.canadacouncil.ca>

How-To / Educational

All publications listed in this document are available, on reference, in the C/BC BSS Business Start-Up Library.

How-To Publications

Start and Run a Profitable Craft Business

This book is for anyone who has ever considered taking up crafts or who is already involved in crafts as a hobby or business. It answers such questions as how do I find out what crafts will sell? What skills must I have? How good do I have to be? How do I set prices for my work? What are the best outlets for craft work? Is wholesaling or retailing better for the beginner? What government regulations affect craft workers? How can you increase production? What records are necessary to keep? Is it wise to hire other people to help?

Business Manual: Craft Business

This guide quotes financial information and operational data derived from actual business cases. The business manual provides a wide range of information related to starting a business, such as: market/location, record keeping and taxes, financial management, advertising and promotion, operations and much more.

How to Start a Home-Based Craft Business

The author shares his experiences and down-to-earth advice to help you estimate your start-up costs, manage your cash flow, and stay profitable once you are in business. From painless record keeping to savvy marketing techniques, his step-by-step methods are realistic, innovative, and easy to understand. Use his handy worksheets, quizzes, and checklists to achieve your goals.

How to Start Making Money with Your Sewing

This publication guides you through every step of starting a viable business. It includes such topics as: how to perform market research and uncover trends; ways to choose the best sewing equipment; tips for setting up your sewing area, how to write a business plan, and effective methods for advertising; and marketing and keeping business records.

How-To Publications

Start and Run a Profitable Craft Business

Publisher: Self-Counsel Press
ISBN: 1-55180-071-3
<http://www.self-counsel.com>

Business Manual: Craft Business

Publisher: Entrepreneurship Institute of Canada
<http://www.entinst.ca>

How to Start a Home-Based Craft Business

Publisher: Globe Pequot Press
ISBN: 0-7627-0066-1
<http://www.globe-pequot.com/>

How to Start Making Money with Your Sewing

Publisher: Betterway Books
ISBN: 1-55870-474-4

How-To / Educational continued

How to Start Making Money with Your Crafts

Amateur-crafter-turned-pro Kathryn Caputo tells you everything you need to turn your fun and satisfying hobby into a fun, satisfying and money making venture, including how to develop a product line, successfully sell at craft shows and find markets for your work.

How to Show and Sell Your Crafts

Learn how to: build an effective display, conduct market research, set prices, and market yourself.

The Crafter's Guide to Pricing Your Work

Learn how to: estimate materials, labour and overhead costs; assess and sell the value of your work; account for regional price discrepancies; calculate your studio rate to determine your hourly wage and sell even flawed products.

Creative Cash: How to Sell Your Crafts, Needlework, Designs and Know-how

A valuable, basic handbook of information covering everything from: market research; promotion; pricing; and innovative salesmanship of all sorts of handmade craft items.

Earn a Second Income from Your Woodworking

This publication contains advice on how to make the transition from hobbyist to entrepreneur. It includes information on how to develop good business sense, marketing skills and the knack for finding a niche within a market. Discusses how to handle tax forms, promote yourself and make business plans. Addresses issues such as what need your product must fill, financial considerations for older woodworkers, what form your business should take, market trends, how to set up an operating or income statement and financial projections, how to do record keeping, public relations and market research.

Make Your Quilting Pay for Itself

Professional quilter Sylvia Ann Landman shares easy-to-use tips for turning a rewarding hobby into a profitable business. Learn how to take inventory before you get started, schedule your time, find your niche, set your fees, write a business plan, market yourself, sell at craft shows, on consignment, through sales reps and via mail, order and explore many options for earning income.

How to Start Making Money with Your Crafts

Publisher: Betterway Books
ISBN: 1-55870-400-0

How to Show and Sell Your Crafts

Publisher: Betterway Books
ISBN: 1-55780-447-7

The Crafter's Guide to Pricing Your Work

Publisher: Betterway Books
ISBN: 1-55870-435-3

Creative Cash: How to Sell Your Crafts, Needlework, Designs and Know-how

Publisher: Barbara Brabec Productions
ISBN: 0-9613909-3-X

Earn a Second Income from Your Woodworking

Publisher: Betterway Books
ISBN: 1-55870-464-7

Make Your Quilting Pay for Itself

Publisher: Betterway Books
ISBN: 1-55870-446-9

How-To / Educational continued

Marketing Publications

Effective marketing is critical to the success of any business. The publications listed in this section are excellent tools to assist you in developing a sound marketing plan for your small business and can significantly improve your chances for success:

Treasure Trove of Crafts Marketing Success Secrets

Author Barbara Brabec shares craft wit and wisdom, the craft fair experience, selling to shops and galleries, wholesaling tips and ideas, other marketing options, the finishing touch and a craft shop of your own.

The Complete Idiot's Guide to Marketing Basics

The Complete Idiot's Guide to Marketing Basics tells you what you need to know about positioning and marketing your product. It provides step-by-step instruction on putting together a promotion plan, information on managing a sales force and steps for matching your product or service with the customers who need it.

Marketing for the Self-Employed

Marketing puts you in contact with the people who want to buy your products and services. If you can reach these customers effectively, you can ensure the success of your business. Yet many self-employed people never master the art of marketing. You will learn how to do it here from someone who's done it himself. Topics include: effective marketing, tools and tactics and time and money management.

Marketing Masters

Marketing Masters: The Best Ideas, Tips and Strategies from Canada's Savviest Marketeers, features Profit Magazine's most popular and practical marketing stories, profiles and interviews. These are new and classic stories of marketing genius that offer timeless advice every entrepreneur can learn from and be inspired by.

Marketing Publications

Treasure Trove of Crafts Marketing Success Secrets

Publisher: Barbara Brabec Productions
ISBN: 0-9613909-1-3

The Complete Idiot's guide to Marketing Basics

Published By: Alpha Books
ISBN: 0-02-861490-9

Marketing for the Self-Employed

Publisher: Prima Publishing
ISBN: 0-7615-0592-X
<http://www.primapublishing.com>

Marketing Masters

Publisher: John Wiley & Sons Canada Ltd.
ISBN: 0-471-64274-6

How-To / Educational continued

Smart Marketing on a Small Budget

A comprehensive guide to marketing a small business, it covers topics ranging from developing a marketing plan and persuasive marketing communications, to writing and producing effective marketing communications on the computer, to handling face-to-face marketing opportunities. Included are worksheets to accompany each topic and an index. Part of "SOHO Solutions for Canadians" series.

12 Simple Steps to a Winning Marketing Plan

This book is to help people who don't know much about marketing to learn enough basic concepts to develop a good first draft of a marketing strategy for a company product.

Global Marketing for the Digital Age

This guide demonstrates how to develop a global marketing program that uses digital and online technology. It explains step-by-step how to expand a business into foreign markets using databases, e-mail, the web, call centers, prepaid calling cards, internet telephony, online networks, push channels etc.

Contacts / Directories

Business Associations

Crafts Association of BC (CABC)

The Crafts Association of BC (CABC) is a non-profit arts service organization, and the coordinating body for BC craft disciplines. The Association is a network of craft professionals dedicated to the development of excellence in crafts.

Canadian Craft and Hobby Association

The Canadian Craft and Hobby Association (CCHA) is a non-profit association dedicated to the growth of the craft and hobby industry. The Association holds two annual trade shows (Calgary and Toronto) that feature exhibitors from across North America.

Smart Marketing on a Small Budget

Publisher: McGraw-Hill
Ryerson
ISBN: 0-07-560469-8

12 Steps to a Winning Marketing Plan

Publisher: Probus Publishing
ISBN: 1-55738-297-2

Global Marketing for the Digital Age

Publisher: Harper Business
ISBN: 0-00-255740-1

Business Associations

Crafts Association of BC

1386 Cartwright Street
Granville Island
Vancouver, BC, V6H 3R8
Toll-free: 1-888-687-6511
Tel: (604) 687-6511
Fax: (604) 687-6711
<http://www.cabc.net>

Canadian Craft and Hobby Association

24, 1410 40th Avenue NE
Calgary, Alta, T2E 6L1
Tel: (403) 291-0559
Fax: (403) 291-0675
<http://www.cdncraft.org>

Contacts / Directories continued

Newsletters

Craft Contacts

Published 6 times per year, the newsletter offers profiles of craft artists, information on exhibitions and educational opportunities, calendar of events, classified advertisements, business information, employment opportunities and information on other craft related activities.

The Crafts Report ONLINE

The Crafts Report provides a constant flow of information on: marketing, growing your craft business, time management, studio safety, retail relationships, features on other crafts professionals at all levels of the field, industry news and more. By not focussing on any specific medium, Crafts Report is able to address all craftspeople and provide solid business information, regardless of the kind of work you create or sell.

Newsletters

Craft Contacts

Crafts Association of BC
1386 Cartwright Street
Granville Island
Vancouver, BC, V6H 3R8
Toll-free: 1-888-687-6511
Tel: (604) 687-6511
Fax: (604) 687-6711
<http://www.cabc.net>

The Crafts Report ONLINE
<http://www.craftsreport.com>

Contacts / Directories continued

Tradeshows and Exhibitions

In addition to tradeshows and exhibitions listed on the Canda/BC Business Service Society web site, refer to Business Associations and Newsletters. Many of the contacts within the CBCBSS site maintain comprehensive listings for regionally planned events throughout British Columbia, Canada and the United States.

<http://smallbusinessbc.ca/search/events.php>

Craft Shows (Annual Guide)

This directory, available from the Crafts Association of British Columbia, is a list of tradeshows around the province. Also lists major Canadian and US shows

Internet Resources

Makers Gallery

The Makers Gallery mandate is to design and host web sites for professional Canadian makers in any creative field, including craft and art, whose work exhibits skill, creativity and integrity.

CraftWEB

The CraftWEB Project online community creates the opportunity for professional craftspeople, craft organizations and people interested in crafts to meet, share information and promote fine crafts worldwide. CraftWEB seeks to maintain the highest possible standards of workmanship. We welcome aspiring and experienced craft artisans to our site.

Tradeshows and Exhibitions

Craft Shows (Annual Guide)

Publisher: Craft Association of British Columbia

1386 Cartwright Street

Granville Island

Vancouver, BC, V6H 3R8

Toll-free: 1-888-687-6511

Tel: (604) 687-6511

Fax: (604) 687-6711

http://www.cabc.net/about/prog_serv.htm

Internet Resources

Makers Gallery

<http://www.makersgallery.com>

CraftWEB

<http://www.craftweb.com>

*Contacts / Directories continued**CCCAnet – The Canadian Visual Arts Information Network*

The Canadian Visual Arts Information Network is a project of the Centre for Contemporary Canadian Art. The Centre for Contemporary Canadian Arts is an online arts organization which seeks to raise international awareness of Canada's professional artists. CCCAnet is comprised of an extensive database of Canadian visual artists and their work and a directory of links to other Canadian visual arts web sites.

The CeramicsWeb

The SDSU CeramicsWeb is an experimental website for ceramics. It includes such things as databases of glaze recipes and material analyses, links to other ceramics web sites, health and safety information, and a variety of educational materials related to ceramics. The CeramicsWeb started life as the Ceramics Gopher - the first resource on the Internet for ceramic artists, and that gopher server is no longer in service.

Giftware News Online

Giftware News Online provides up-to-date trends information, great book listings and new product releases for the giftware trade. Retailers can also browse through new management articles to help run your business better, find out about trade shows for businesses, learn about marts, manufacturers, and more.

*CCCAnet – The Canadian
Visual Arts Information Network*
<http://www.ccca.ca>

The CeramicsWeb
<http://grafik.sdsu.edu/ceramicsweb/ceramicsweb.html>

Giftware News Online
<http://www.giftwarenews.net>



Market Data / Statistics

Sales Forecasting

Sales forecasting is the process of organizing and analyzing information in a way that makes it possible to estimate what your sales will be. For more information on sales forecasting, visit the Canada/BC Business Services Society's web site at:

<http://smallbusinessbc.ca/workshop/salefore.php>

Sources of Market Data

Performance Plus

Performance Plus is an on-line performance benchmarking tool. It provides detailed financial and employment data on more than 600 business sectors across Canada, including more than 30 performance benchmarks to help small businesses determine how they measure up against their competitors.

Giftware and Crafts – Business Information by Sector

This site includes information important to those in the Canadian giftware and crafts industries. Topics covered include: industry profiles, contacts, tradeshows, and company directories.

Sources of Market Data

Performance Plus

Industry Canada

<http://sme.ic.gc.ca>

or C/BC BSS Stats Consultant

Tel: (604) 775-5699

or Statistics Canada

Toll-free: 1-800-263-1136

Giftware and Crafts – Business Information by Sector

Industry Canada – Strategis

Web Site

<http://strategis.ic.gc.ca/epic/inter/net/ingc-acaa.nsf/en/home>