

From Information to Business



Information compliments of the Canada/Nova Scotia Business Service Centre 1-800-668-1010

Ask an Information Officer

Jaime Wombolt

I am a University student and would like to run my own business this summer. Where can I get some help?

Starting your own small business is a great way to earn summer income, and to set your own hours. There are a lot of resources in Nova Scotia to assist you in the beginning stages of your venture, and the Canada/Nova Scotia Business Service Centre is an excellent first stop for business information. We have compiled information on many of the available resources into our Young Entrepreneurs Info-Guide.

You're probably wondering what financial resources you can access, but there are a few things you should think about first.

Any successful business should have a Business Plan, and this document can become especially important when applying for financing. Lenders want to be assured that the new business venture is feasible, and would like to see exactly how the borrower will earn the income to repay the loan.

You should start preparing your business plan at the earliest possible stage in your business: it can always be revised to incorporate changing needs or resources. We

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Business Article

Do you need hired help but not the cost? Hire a student!

Anthony Pouw

Could your business use additional help? Is the cost too much for you right now? Are you lost in your search for a solution? If you answered yes to any of these questions, you are not alone! Many businesses find themselves strapped for cash at one time or another but still need hired help to keep things running smoothly. Some of them have discovered the benefits of hiring students.

Hiring a student for your business offers you several benefits, the most significant of which is cost-effective labour. There are many programs available to qualified businesses that will provide wage subsidies when hiring a student. These programs are designed to provide you with the labour you need at a price you can afford.

And it doesn't stop there: a student brings leading edge skills, youth, new energy and motivation to your business. For these reasons, students represent excellent value for your money.

Students also benefit from these programs. The subsidized labour costs make them more attractive to you and other businesses, effectively creating a job market just for students. More importantly, you are providing them with an opportunity to integrate theory with practice and to enhance their new knowledge

and skills with practical work experience. The unique experience that you will provide them will enhance their competitiveness in the job market, but that's not all...you will also contribute to the development of their professional network that can get them that often-hard-to-come-by 'foot in the door.'

Want to know more about how you can take advantage of these programs and develop a mutually beneficial relationship with a student? The following list is a sample of what is available to help entrepreneurs tap into this cost-effective resource:

Summer Work Experience Program - Human Resources and Skills Development

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Canada

The Summer Work Experience program is an initiative of Youth Employment Strategy. The program helps employers/sponsors by providing them with wage subsidies if they hire secondary and post-secondary students for the summer in a career-related job. There are special provisions for employers who hire students with disabilities. For more information please call, please call 1-800-935-5555 or visit the web site: <http://www.hrsdc.gc.ca/en/epb/yi/yep/newprog/summer.shtml>.

Student Employment Program (SEP) - Nova Scotia Economic Development Provincial Summer Employment Programs (SEP) offer several wage subsidy programs to employers of full-time students (college/university students or high school graduates going to college). Non-profit organizations, government funded organizations and municipal governments are eligible to apply. Private sector businesses are not eligible for this program. For more information, please call 1-800-424-5418 or visit the web site: www.gov.ns.ca/econ/sep/.

Career Focus Program - Human Resources and Skills Development Canada
The Career Focus program constitutes one of the three components of the Youth Employment Strategy. Through this program, employers/sponsors may hire recent graduates and receive a wage subsidy of up to a third of the participant's salary (\$15,000 maximum). For more information, please visit the web site at <http://www.sdc.gc.ca/en/epb/yi/yep/newprog/career.shtml>.

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Featured Website

www.youth.gc.ca

Julie Penwarden

Gone are the days of searching through the classifieds looking for a job. Today's employment-seekers are online. The internet is the fastest, most inexpensive method of posting and seeking jobs. Not only that, but your posting is accessible to the whole world—not limited to a certain geographical area.

The summer is quickly approaching and maybe you've been thinking about hiring someone to pick up the slack. If that's the case, you will want to check out www.youth.gc.ca. *Youth* is today's source for employment information which enables job-seekers to view:

- Job listings that can be narrowed down to province or sector,
- Career information,
- Budgeting tips,
- Health and wellness advice,
- Travel information (including country profiles),
- Scholarship and bursary listings,
- Events and much more.

Youth displays a host of web-based networks, all accessible from one site. Basically, it allows employment-seekers to browse several job sites and postings all at once.

This compilation of web sites allows users to access thousands of new job postings daily. If your business has regular job postings, you can suggest your link — therefore allowing people to access your site through *Youth*.

If you would like to post a single

job, *Youth* recommends posting with Service Canada's Job Bank, which will also be accessible through *Youth's* web site.

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Our Mission

To improve the start-up, survival and growth rates of small- and medium-sized enterprises by giving business people in every part of Nova Scotia access to accurate, timely and relevant information and referrals

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have many resources at the Business Service Centre to assist you in preparing your business plan, including our Business Plan Guide, templates for plans in various sectors, and a large number of Sample Business Plans for a wide variety of business ideas. We even have an online tool to assist with the preparation and formatting of the plan – our Interactive Business Planner.

For your Business Plan to be complete, it will have to include a Marketing Plan. We have online resources to assist you with this – including our Guide to Market Research and Analysis. We may also be able to help you locate some demographic and statistical data to help choose your market or determine its size. Lists of suppliers and competitors are also available.

Some data that may be required for your marketing plan may only be available through first-hand data collection. Support and assistance with preparing your business plan is available through many of the organizations in the Young Entrepreneurs Info-Guide.

The issue of financing a new business is a very important one for most Entrepreneurs. As a Young Entrepreneur, there are a number of different financing programs that you may be able to take advantage of. Students in Business offers loans of up to \$5000 to eligible applicants between the ages of 15 and 34, and will grant a percentage of the loan to the borrower upon repayment. If your idea requires a more significant investment, you may want to look into the SEED Capital Program or the Canada Youth Business Foundation. Age limits and eligibility criteria vary by program.

Hot Picks

The following books are available from the Canada/Nova Scotia Business Service Centre Library. These books may also be available in our resource centres, located throughout the province.

Employer Link

Government of Canada Youth Employment Strategy

When your workload is piling up, finding time and money to hire a young person can be difficult. If your business is on the verge of expanding or is moving into the international marketplace, or if you're just looking to hire a student, *Employer Link* is for you!

Developed through Canada's Youth Employment Strategy, *Employer Link* is the perfect tool to help you hire a young worker. With a listing of more than 60 free Government of Canada programs, services and resources, *Employer Link* provides the right information to help you add a talented young employee to your staff.

Employer Link will help you access wage subsidy programs and internships, recruitment tools, and employer services designed to help you hire a youth. These programs also help make a real difference in the life of a young person by providing valuable work experience.

For more information on Government of Canada programs and services and resources to help hire a young person, contact the Youth Info Line at 1-800-935-5555.

Employee Management for Small Business

Lin Gensing-Pophal

Finding and keeping good employees is crucial to the success of

every small business. With the right staff and the right human resources plan, you can spend less time supervising and more time focusing on growing your business.

Employee Management for Small Business shows you how to find the best employees for your business and how to develop your company policies that will encourage your staff to focus on the goals of the company and in turn increase profits. The following topics are covered in this book:

- Preparing for hiring
- Knowing the law
- Developing interview and questioning skills
- Selecting your candidates
- Starting employees on the right track
- Conducting performance evaluations
- Maintaining a motivated workforce

Also included is a CD-ROM with all the employee management forms you will ever need. These ready-to-use forms were specially designed to save you time. You can print out as many copies as you need, and you can even customize them to suit your business.

Les Entrevues de Gestion

Lucien Tremblay

Your mandate is to hire and supervise employees. You expect them to be competent, dynamic and good team workers. Their success, like yours, mainly depends on your ability to get your message across and, especially, your ability to listen to them.

A formal meeting is an ideal opportunity to establish a dialogue. However, you need to know how to create trust. Full of advice and concrete examples,

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First Nations and Inuit Summer Employment Opportunities Program - Indian and Northern Affairs Canada

This program supports work experience opportunities during the summer months for First Nations and Inuit secondary and post-secondary students who meet stated criteria. The non-profit sector is eligible to receive a contribution of up to 100% of the applicable wage plus mandatory employment related costs and the private sector is eligible to receive up to 50% of the applicable wage-rate only. For more information, please visit the web site at http://www.ainc-inac.gc.ca/ps/ys/yth6_e.html.

So the next time you question whether or not you can afford to take on additional staff, think of a student and give us call at 1-800-668-1010. We'll put you in touch with the programs that will make it happen for you!

Hot Picks

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this book will help you develop your communication skills in the context of management interviews.

Interview to analyse a position: Determine exactly who does what in order to plan and justify your labour needs.

Selection interview: Ask the right questions at the right time and discover the candidate's true personality.

Training progress interview: Give feedback tactfully so your criticisms bear fruit.

Disciplinary interview: Help your employee to become aware of the problem and change his or her attitude.

Group interview: Raise interest and build momentum to reach your objective.

Exit interview: Obtain important information about your organization before the competition does!

Les entrevues de gestion will teach you how to take control of discussions and show that you have what it takes to be a real leader.

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For further information on available resources, and additional info-guides specific to your business idea, please visit our reference library or contact us at 1-800-668-1010.

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