

FINANCIAL FRIDAYS

How To Start A Business



Enter to win a prize from



925 Stockdale Road
North Bay, ON
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1.

Making sure your business idea will fly

- a. What is your competitive advantage?
- b. Identify your target customer
- c. Conduct market research
- d. What is your business model?
- e. Who are the right suppliers and logistics?
- f. What is your capability and capacity?



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2.

Finding the money to start

- a. What are your startup costs?
- b. Where can I get the money?
- c. Matching the money you need
- d. Monitoring the business performance



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3.

All The Legal Stuff

- a. Registering your business
- b. Business structure
- c. Intellectual Property
- d. Taxes
- e. Licenses and Permits



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4.

Business Plan

- a. Building a business plan
- b. SWOT analysis
(Strengths, Winners, Opportunities
and Threats)
- c. Forecasting
- d. Creating a marketing plan



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5.

Controlling Your Cash

- a. Difference between cash flow and profit
- b. Pricing strategy
- c. Cash shortfall
- d. Generating cash surplus
- e. Protect yourself from fraud



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6.

Help and Advice

- a. Characteristics of a Small Business Owner
- b. Support team
- c. Protecting your business



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Join us on Instagram Live



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Tuesday, September 28th | 11am

Enter to win at nusu.com/rbc

*You must join the Instagram Live in order to win



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