

Planning On Going Into Business?

Aussi disponible en français

Table of contents

1.0	BEING PREPARED	3
2.0	DISCUSSING YOUR IDEA WITH OTHERS	3
3.0	ARE YOU READY FOR BUSINESS?	4
4.0	DOING YOUR MARKET RESEARCH.....	4
5.0	DIFFERENT APPROACHES TO STARTING A BUSINESS	5
6.0	DECIDING ON THE LEGAL STRUCTURE OF YOUR BUSINESS	8
7.0	STARTING THE BUSINESS	9
8.0	DO YOU NEED FINANCING?.....	14
9.0	TECHNOLOGICAL ISSUES.....	14
10.0	DO YOU HAVE NETWORKS?.....	16
11.0	WHERE CAN YOU GET INFORMATION?	17

WHAT WE`VE DONE FOR YOU! This booklet has been written to assist you through the planning stages of establishing your new business. Please take note that this is a guide, and businesses in different sectors have different considerations when starting a new operation, especially with respect to required licenses and permits. This booklet will provide you with information and contacts to help you with steps and regulations for starting your business.

1.0 BEING PREPARED

Most entrepreneurs understand that there is a great amount of work involved in starting their own business. However, five out of ten businesses don't survive the critical first years. Knowing why previous businesses have failed may help you to avoid the same pitfalls.

REMEMBER THE SIX P's WHEN STARTING OFF
"PRIOR PLANNING PREVENTS PRETTY POOR PERFORMANCE"

Common reasons for business failure include:

- An inability to attract investors;
- Poor pricing of product or service;
- Poor choice of market segment;
- Poor location
- An underestimation of cash requirements;
- An overestimation of sales potential;

Successful avoidance of failure is quite probable if all factors are regarded carefully.

2.0 DISCUSSING YOUR IDEA WITH OTHERS

Before you go any further, you should set up introductory appointments with the professionals who will eventually become your most important colleagues throughout your business career. Some important ones are:

- **Your accountant** - bookkeeping, tax consulting, etc.
- **Your lawyer** - contracts, incorporation, counselling, etc.
- **Your banker** - financing, savings programs, etc.

When choosing a particular accountant, lawyer or banker, think of it as building a team. They may not always see eye to eye with you; however, they are experts in their fields and their advice can be invaluable during the start-up phase of your business. Remember that you can never get too much information about your business. Every bit you gather will eventually help you to make better decisions.

3.0 ARE YOU READY FOR BUSINESS?

There are many factors that you should consider before starting or buying a business.

Expertise - Do you have the knowledge and skills required to make a success of this business? If not, it may be worthwhile to take some courses or work in the industry until you gain the knowledge you need.

Investment - How much money is at your disposal? Most entrepreneurs discover their businesses require more capital than anticipated. The need for adequate financing varies from business to business. You should ensure that you have enough money to allow for all possible contingencies so that you don't have cash flow problems or miss opportunities.

Risk tolerance - How much risk is involved? You need to honestly assess your personality and finances to determine how much risk you can tolerate. This may rule out some high-risk opportunities.

Financial return - Can you make a living from this business? Some people go into business without a clear idea of just how profitable the venture will be. Take the time to determine if your business revenues will justify your effort and provide you with the income you need.

Family considerations - Will this new business adversely affect your family? Substantial sacrifices in time and money are required in the early stages of any business. You need to determine whether your savings or profits from the business will provide you and your family with an adequate standard of living – especially in the early stages of the business.

4.0 DOING YOUR MARKET RESEARCH

Preliminary market research is essential. Many people believe that if they have a "good" product or service it will "sell itself". This is very seldom true.

Before anyone starts a new business, a very careful assessment should be made of the market for the goods or services to be offered. What is the existing demand? What is the potential? Is it static, growing or shrinking market? Who are the customers? Who are the competitors?

There are some very practical steps that can be taken to examine and measure the market for the business you wish to start:

- Determine the boundaries of the area from which you can expect to draw customers – citywide, regional, national or international?

- Within the boundaries established, study the characteristics of the population to determine how they relate to your business. Look at this populace in terms of its social and economic traits, such as sex, age, occupation, income, marital status, average family size, ethnic customs, education, etc. This is known as demographics.
- Now, consider the buying habits of the populace. Are they price-sensitive or do they look for quality merchandise at regular prices? This will relate to how you promote your product.
- Determine the amount being spent annually for your product or service in this market area. How does this compare with planned sales from the first step? Is sales potential high enough to meet your anticipated needs?
- Consider whether there will be a high enough volume of sales to sustain another business in this market. What will be necessary to attract buyers from their present suppliers?
- Evaluate the strengths and weaknesses of your major competitors. Outline your competitive advantages and evaluate barriers.
- Using this information as a guide, prepare a plan covering the first two years for sales volume.

For market information, please contact the Canada Business Network at 1-888-576-4444 or visit their website at <http://www.canadabusiness.ca/>

5.0 DIFFERENT APPROACHES TO STARTING A BUSINESS

It's up to you to determine the best structure for your business. There are basically three ways of starting a business. All of these have their advantages and disadvantages. Here are some:

5.1 - Create a New Business

Advantages

- You select the location, product or service
- You build on the business depending on available money and time
- Start-up costs are usually lower than purchasing another business or franchise
- You select the inventory and suppliers
- You decide when to expand or diversify

Disadvantages

- Uncertainty about the market and no established clientele
- Many personal sacrifices have to be made
- Financing is difficult to obtain
- Uncertain financial projections
- Unproven location
- Greater risk

Steps to follow:

1. Pick a business name
2. Have a search conducted on the proposed name
3. Register the business name
4. Register for HST collection
5. Register for any other permits that would be required

5.2 - Purchase a Franchise

Advantages

- Franchiser has done market study for you
- Start-up costs are known and control systems are in place
- Layout of premises and equipment requirements are provided
- Financing is easier to obtain/less risky investment
- Benefit of national image and strong purchasing power

Disadvantages

- Profits and/or revenues shared with the franchiser
- Franchise contract may favour the franchiser
- Start-up costs are higher than creating a new business or buying an existing business
- Limited freedom to select suppliers
- One franchise getting poor publicity affects all other franchises

Steps to follow:

1. Find the appropriate franchise
2. Request detailed information concerning start-up costs, investment, required financing, etc.
3. Do your homework. Research the industry, start-up costs, profit margins, sales forecasts and other pertinent business plan information.
4. Have a lawyer review all documents before signing
5. Once the franchise agreement has been signed, the business name has to be registered or incorporated
6. Register for all tax collection permits
7. Register for any other permits that would be required (such as health, environment, etc.)

For more information on franchising, a booklet published by the Canadian Franchise Association, ***Investigate Before Investing***, outlines steps to be taken before investing. *It* can be obtained from the address below.

Canadian Franchise Association
5399 Eglinton Avenue West, Suite 116
Toronto, Ontario M9C 5K6 Telephone: (416) 695-2896 Toll free: 1-800-665-4232

5.3 – Buy an Existing Business

Advantages

- Established clientele
- Financing is easier to obtain with a proven track record
- Location has proven to be valuable
- Trained employees familiar with customers and product
- Suppliers are established
- Less risky investment

Disadvantages

- Rental and lease terms may not suit your needs
- Inventory may not appeal to your target market
- Business may have a poor reputation
- Premises may violate current legislation
- Key employees may not be willing to stay
- Purchase price may be too high

Steps to follow:

1. Locate possible opportunity
2. Request detailed information concerning year to date and historical financial statements, purchase price (and what this includes), detailed information on all accounts receivables, accounts payables, copies of all signed and binding contracts with either suppliers or customers, a listing of all assets and accumulated depreciation (if needed), and other information which would be relevant in evaluating the actual financial state of the existing business.
3. Do your homework. Research the industry, profit margins.
4. Review and understand *buy-sell agreement*.
5. Have a lawyer review all documents before signing.
6. Assume ownership.

6.0 DECIDING ON THE LEGAL STRUCTURE OF YOUR BUSINESS

There are three main types of business organisation: **sole proprietorship**, **partnership** and **corporation**. For additional information on all three types of organisations, please contact the Department of Justice - Corporate Affairs Branch in Fredericton (see section entitled “**CHECKLIST OF SMALL BUSINESS LEGAL REQUIREMENTS**”).

6.1 - Sole Proprietorship - In a *sole proprietorship*, one person performs all the functions required for the successful operation of the business. The proprietor is held personally liable for the debts, obligations or acts of the business. The proprietor is said to be self-employed.

Advantages

- Low start-up costs
- Greatest freedom from regulation
- Owner in direct control
- Minimal working capital requirements
- Tax advantage to small owner
- All profits to owner

Disadvantages

- Unlimited liability
- Lack of continuity
- Difficult to raise capital

6.2 – Partnership - In a *partnership*, two or more people or corporations combine their talents and resources to conduct business. Responsibility for all aspects of the business is usually shared among the partners, regardless of the amount of capital contributed by each individual. Each partner is also responsible for debt incurred by the other partner(s) within the limits of the business.

Advantages

- Ease of formation
- Low start-up costs
- Additional sources of venture capital
- Possible tax advantage
- Limited outside regulation
- Broader management base
- Distribution of risks/losses

Disadvantages

- Unlimited liability
- Lack of continuity
- Divided authority
- Difficulty in raising additional capital
- Hard to find suitable partners
- Distribution of profits

6.3 - Corporation - Incorporating creates a legal entity that is separate and distinct from its members (shareholders). A corporation generally has all of the powers and capacity of an individual person.

Advantages

- Limited liability
- Specialised management
- Ownership is transferable
- Continuous existence
- Legal entity
- Possible tax advantages
- Easier to raise capital
- Distribution of risks

Disadvantages

- Closely regulated
- Most expensive form to organise
- Charter restrictions
- More expensive for record keeping

The following additional characteristics distinguish a corporation from a partnership or proprietorship:

- **Limited liability** - normally no shareholder can be held personally liable for the debts, obligations or acts of the corporation beyond the amount of share capital the shareholder has subscribed;
- **Perpetual succession** - because the corporation is a separate legal entity, its existence does not depend on the continued membership of any of its shareholders; and
- **Shareholder** - changes are easily made, as ownership of shares in the corporation may be transferred (sold, etc.) without affecting the corporation's existence or its continued operations.

6.4 – Incorporation Process - As the incorporation process is very involved, it is recommended that you seek the advice from both a lawyer and an accountant. This option will usually cost in the vicinity of \$1,000. Please consult your lawyer for an estimate on the actual costs. Accountants will also charge an hourly basis for consultation.

For individuals choosing to complete this process by themselves, the following costs are the least that will need to be incurred:

- Search of the name
- Registration of the name
- Purchase of seals and books
- Purchase of Share Certificates

Whichever form of business is chosen, a lawyer should still be consulted concerning all legalities, contracts and liabilities.

7.0 STARTING THE BUSINESS

Once you've decided to proceed with the establishment of a new business, many steps will have to be taken to properly set-up the venture.

7.1 – Choosing a name for your Business

The name of the firm is important. It is more important than the name of its owner or owners. When choosing a name for your business, you should follow some simple rules:

- Make it short, simple and easy to remember
- Let it tell the customers what you offer them
- Avoid family names or first names unless you are already well-known
- Avoid worn-out words and phrases in the firm's name, such as "Quality" and "Discount Store"
- Be sure that you are not using someone else's name.

7.2 – Name Search Companies in the Greater Moncton area

Maximum Search House	Power Plus Technology Inc.
80 Gordon Street	2731 Mountain Road
Moncton, NB E1C 1M2	Moncton, NB E1G 2W5
Telephone: (506) 857-2997	Telephone: (506) 857-9212
Cost: \$60 + HST	Cost: \$45 + HST

7.3 – Registration of a Business Name

Forms for the actual registration of a business name are available at:
Service New Brunswick Telephone: (506) 856-2204
Assumption Place (Ground Floor)
770 Main Street
Moncton, New Brunswick E1C 1E7

Cost to register a business name **\$112**

7.4 - Taxation Issues

Depending on the nature of your particular venture, you will have to get appropriate permits to collect taxes and source deductions.

7.4.1 - Harmonised Sales Tax

Effective April 1, 1997, the federal and provincial governments harmonised their sales tax. Although the new tax will retain much of the GST operational guidelines, you should call Revenue Canada to get the most up to date information on this tax that will impact your business.

It should be noted that for businesses expecting less than \$30,000 of revenue per year, the registration and collection for the HST remains optional. Please bear in mind that under that revenue ceiling, there are advantages and disadvantages to both registering and not registering. A review of your particular circumstances with an accountant or a taxation specialist would help you make the right decisions regarding this very important matter.

Additional information on the HST can be obtained by calling 1-800-959-5525 or at www.cra.gc.ca/business

7.4.2 – Business Number and Integrated Services

The Business Number (BN) gives you a unique identifier that remains unchanged no matter how many or what types of accounts you have. The BN is a nine digit business identifier. The program account number consists of three parts - the BN, the two letter program identifier and the four digit reference number. The entire program account number has 15 characters:

The BN includes Revenue Canada's four major business accounts:

- RT – GST/HST
- RC - Corporate Income Tax
- RP - Payroll deductions
- RM - Import/export

7.4.3 – Employer's Number

If you will be hiring employees, you will need to obtain an Employer's number. It allows for deductions such as Canada Pension Plan and Unemployment Insurance. To register, contact the federal Department of Revenue Canada, Regional Taxation Office at 1-800-959-5525.

7.5 – Employee Related Issues

Having a clear understanding of the rights and responsibilities enjoyed by employees and employers will go a long way to establish a good work environment for both.

7.5.1 – Employment Standards

For information on government regulations regarding statutory holidays, vacation pay, paid leave, etc., contact the provincial Department of Post-Secondary Education, Training and Labour through the Employment Standards at 1-888-452-2687. Visit their website for additional information at www.gnb.ca

Moncton Office

Place 1604
200 Champlain Street, 3rd Floor
Dieppe, NB E1A 1P1
Telephone: (506) 869-6455

7.5.2 – WorkSafeNB

If you will be employing three or more persons at any one time you are required to register with WorkSafeNB at 1-800-222-9775 or Dieppe Office 30 Englehart Street at (506) 867-0525.

If you will be hiring employees, you will also be required to have a copy of the Workers' Compensation Act and the Occupational Health and Safety Act.

If you will be hiring employees, you must be aware of the obligation to ensure proper health and safety training as well as to ensure the safety of employees. For more information or to obtain copies of the Workplace Health, Safety & Compensation Act and Regulations.

7.5.3 – Other Important Issues

There are many things to consider when starting and operating a business. Although the following list is not all-inclusive, it does include some important ones.

7.5.4 – Department of Health

Anyone considering opening a business in one of the categories listed below should contact the provincial Department of Health & Wellness for information on any regulations that would apply. In Moncton, please contact [Public Health Services](#) at 506-856-2401.

- Food manufacturing
- Day Care
- Special Care Homes
- Any type of establishment that handles food
- Nursing Homes
- Restaurants
-

7.5.5 – Development and Building Permits

Before undertaking any action relative to the establishment of a small business, please check with the local planning authority or your local municipal administration if your proposed commercial activity is listed as a permitted use by the zoning by-law.

7.5.6 – Accommodations Grading

To be listed in the provincial tourism guides, you must have your establishment graded by Canada Select. For additional information, please contact:

New Brunswick Tourism Grading Inc.

275 Main Street, Suite 102, Fredericton, NB E3A 1E1

Telephone: (506) 458-1995

Website: <http://www.canadaselect.com/>

7.5.7 – Insurance Coverage

Different businesses require different types of insurance. The following is a listing of various types of coverage that should be considered.

Life: Life insurance is extremely important to have in many circumstances. The following are examples of situations where life insurance would be extremely beneficial.

- If you are taking out loans for your business venture, either have them insured individually for death benefits or take out enough life insurance to cover all loans.
- Stakeholders in partnerships should also have enough life insurance to allow the business to continue in case of death of one or all of the partners.
- To mitigate the financial impact on their families.

Fire: Your assets should also be insured against fire. The unforeseen can be devastating both personally and professionally when it strikes.

For many businesses, it also makes sense to look at acquiring business loss insurance. This coverage would cover loan obligations until new or refurbished premises are ready for business again after a fire.

Vandalism and theft : There is always the possibility of vandalism or theft. You should be insured accordingly.

Liability : If you operate a type of business where customers come to your place of business, you should be insured against liability. This would include people falling down on icy sidewalks, wet floors, etc...

Personal disability : Personal disability plans are designed to provide a monthly income to those employees confronted with loss of income during a lengthy or permanent disability.

Benefits (group and medical) : Group benefits can be a great enticement for your employees. Although many people view these as expensive and optional, they do provide a certain amount of assurance of basic health needs for your employees and possibly their dependants will be covered.

Home (business assets) : If you will be conducting business from your home, you will need to insure the business assets separately from your regular residential policy. This would include furniture, computers, office equipment and any other specialised equipment you might have.

Vehicle (business coverage) : If you will be using your personal vehicle for business purposes, you will probably need additional insurance coverage.

For all of the above-mentioned items, you should contact your insurance agent to find out what coverage would be required and what best suit your needs.

7.5.8 – Environmental Regulations and Requirements

If your business will be involved in any of the following general areas you should seek more information. A summary of Environmental Requirements is available at the local provincial Department of Environment & Local Government at 506-856-2374.

- mining minerals, peat or aggregate
- processing of roundwood timber
- altering a watercourse by dam, culvert, or water removal
- importation of non-native plants or animals
- private solid waste disposal site or recycling business
- discharge of smoke or fumes to air
- discharge of wastewater to the environment (not sewer)
- handling of CFC's (refrigeration/air conditioning)
- water or sewer system for sub-division
- storage of petroleum over 2,000 litres
- selling or commercial application of pesticides

For individuals seeking to commercialise a product, service or solution to an environmental problem, the following organisations could assist in the development of your venture.

Enviro-Access: Enviro-Access supports the start-up and growth of businesses involved in the development and commercialisation of environmental technologies, in order to solve environmental problems at the national and international levels. Expertise includes:

- Business plans
- Search for financing
- Market research
- Search for partners
- Creation of alliances with other companies for specific projects

Environment Canada Regional Office
 45 Alderney Drive, Dartmouth, Nova Scotia B2Y 2N6
 Telephone: 1-800-668-6767
 Website: <http://www.ec.gc.ca/>

7.5.9 – Other Permits

Depending on the specific nature of your business, other permits might be required in order for you to open a business venture. Additional information on permits may be obtained from the Canada Business Network at 1-888-576-4444

A few examples would include: selling milk, selling propane, selling cigarettes.

8.0 DO YOU NEED FINANCING?

In order to successfully operate a business, proper financing must be in place. This could include term loans, lines of credit, venture capital, credit from suppliers, etc. The following is a brief list of some sources of financing.

- | | |
|----------------------|---------------------------------------|
| • Commercial Banks | • Business Development Bank of Canada |
| • Trust Companies | • Venture Capital |
| • Credit Unions | • Angels/Friends/Family |
| • Caisses populaires | • Government Loans |
| • Leasing Companies | • CBDC's |

9.0 TECHNOLOGICAL ISSUES

Technology plays an increasingly important role in today's world. Equipment that was considered luxury items a few years ago has now become a necessity. The means of doing business is also changing very rapidly. The Internet, e-commerce and debit cards are but some of the new emerging trends.

You should investigate how you could put technology to work for you in order to become more competitive. Numerous companies in the region offer their services for many types of technical work. These services include business plans, marketing plans, market studies, Internet access, web site development, engineering, consulting, environmental, drawings, etc. You should consult the telephone directory for companies specialising in the specific services you are looking for.

9.1 - New Product development and inventions

If you have come up with a great new idea for a product, the following organisations could assist you in the evaluation of various issues regarding your product.

9.1.1 - For information on patents, copyrights, trade-marks, industrial designs, or integrated circuit topographies, contact:

Canadian Intellectual Property Office (CIPO)

1575 Brunswick Street
Halifax, Nova Scotia, Canada B3J 2G1
Telephone: (902) 426-6476
Website: www.cipo.gc.ca

9.1.2 - For technical information on products, manufacturing processes, equipment sourcing, contact:

Research & Productivity Council (RPC)

Moncton Location:

150 Lutz Street
Moncton, New Brunswick
Canada E1C 5E9
Telephone: 506.855.6472
Website: www.rpc.ca

9.1.3 - For preliminary market evaluation services, contact:

Canadian Industrial Innovation Centre/Waterloo

295 Hagey Blvd., Suite 15 Telephone: (519) 885-5870
Waterloo, Ontario N2L 6R5 Toll Free: 1-800-265-4559

9.2 – Product Certification

Inventions and new products that have any type of electrical or electro-mechanical components inside must be certified before you will be able to sell it.

The following organisations are able to conduct this testing and establish if your product meets or exceeds the legal safety standards.

9.2.1 - CSA

The Canadian Standards Association (CSA) can assist you with product certification, management system registration, and information products.

Toll free: 1-800-463-6727
Website: <http://www.csa.ca>

9.2.2 - Universal Product Code (UPC)

GS1 Canada is a not-for-profit organization that promotes maintains global standards for the identification of goods, locations and related e-commerce communication, such as bar code issuance and maintenance. GS1 Canada is the only authorized source for globally unique company prefixes in Canada.

GS1 Canada

885 Don Mills Road, Suite 222,
Toronto, Ontario M3C 1V9
Website: www.gs1ca.org

Toll free: 1-800-567-7084
Telephone: 416) 510-8039

9.2.3 – QPS Evaluation Services Inc.

QPS Evaluation Services Inc. offers cost-effective and efficient product certification process. Their role as a third-party service provider is to enable our customers to meet their regulatory, national and international requirements in a timely and cost effective manner.

QPS Evaluation Services Inc.
500 George Street
Moncton, NB E1E 4E1
Telephone: (506) 858-7880
Website: www.qps.ca

10.0 DO YOU HAVE NETWORKS?

There are many organisations that offer services to new or existing businesses such as reduced fees, group buying and activities that promote networking. The available services vary from organisation to organisation and you should individually contact them to find out what they have to offer.

Conseil économique du Nouveau-Brunswick
236 St. George Street
Moncton NB E1C 1W1

Telephone: (506) 857-3143
Toll free: 1-800-561-4466
Website: <http://cenb.com/>

Local Chamber of Commerce
www.chambers.ca

Business and Professional Women’s Club of Greater Moncton (BPW)
Telephone: (506) 869-0942
<http://www.monctonbpw.com/>

Club de femmes professionnelles du Sud-Est du NB
<https://www.facebook.com/pages/Club-de-femmes-professionnelles-du-Sud-Est-du-NB/240441569301458>

Women without Borders – Sackville, NB

sara.phelan@eastlink.ca

Rotary Clubs

<https://www.rotary.org/>

Progress Club for Women

<http://www.monctonwomensprogress.com/>

11.0 WHERE CAN YOU GET INFORMATION?

11.1 – Canada Business Network

The Canada Business Network provides information and advice on federal and provincial government programs, services and regulations. The following services are available:

- Direct contact with other government departments for details on programs, services and regulations;
- Fax on Demand: information on government programs and services which can be sent directly to your fax machine 24 hrs/day;
- Directories, databases and pamphlets on various business topics.

Telephone: 1-888-576-4444

Website: www.canadabusiness.ca

11.2 – Statistics Canada

StatCan has statistics on demography, health, education, justice, culture and household incomes and expenditures. This information is produced at the national and provincial levels and, in some cases, for major population centers and other sub-provincial or small areas. For example: the **Family Expenditures Survey** provides a breakdown of annual expenditures by type e.g. food, clothing, automobile, household etc.

For more information on Statistics Canada:

Statistics Canada
1888 Brunswick Street
Halifax, NS B3J 2G7

Inquiries and Research: 1-800-263-1136
Order line: 1-800-267-6677
Website: www.statcan.gc.ca

11.3 – Industry Canada

Industry Canada works with Canadians in all areas of the economy and in all parts of the country to improve conditions for investment, enhance Canada's innovation performance, increase Canada's share of global trade and build a fair, efficient and competitive marketplace.

Key Information Categories

- Company information
- Business information by sector
- Technology, Innovation, Licensing
- Marketplace services, laws and regulations
- Consumer information

Help desk: Toll free: 1-800-328-6189

Website: www.ic.gc.ca

11.4 – Government of Canada On-Line

The Government of Canada site provides you with access to all federal government departments and agencies, and to information not available through *Industry Canada*.

Website: www.canada.ca

11.5 – Government of New Brunswick

Libraries (Public regional, Universities, etc.) You have access to newspapers, magazine, trade magazines, industry association publications, national and international directories, and possibly specialised documentation such as studies and government or world statistics.

Internet There is a vast amount of information available on the Internet. Depending on your needs, you could possibly access some interesting data from the net. Public libraries offer access to this new and emerging medium.

Website – www.gnb.ca

DISCLAIMER NOTICE

This guide doesn't pretend to cover all resource contacts nor to give an exhaustive tool in regards of steps and regulations to fulfill when starting a business. The Women in Business Initiative (WBI) New Brunswick is doing its best to give women entrepreneurs a guide that helps planning stages when establishing a new business, and any omission of information or information changes can be reported to a Development Officer from WBI NB.

