Dear GSI Representatives:

I recently heard about Australia’s Ministry of Trade’s offer to you. We at the Trade Commissioner Service have also been impressed with your work so far this year. Australia is so far away, why don’t you look closer to home. WE would like to match their offer for you to start a business here in Canada. The word is out about the spectacular job you did planning the World Cup. We have been contacted by investors in Canada who. firmly believe that Canada has the best business climate in the world. The investors are so impressed with your work that they want to back you in starting a business. Their belief in you is so strong that they are willing to invest $100,000 (US) in your venture.

Becoming an entrepreneur can be an exciting time, however, it's an endeavor that brings risk and hard work. Before you start, save yourself time and money by being aware of what’s involved in running a business.

Investing time into proper planning is key to turning your dreams into reality. Operating a business is not just about working for yourself or working from home, it’s about having the necessary management skills, industry expertise, technical skills, finance and of course a long-term vision to grow and succeed

A key component to starting a business is creating a business plan. Your business plan should involve the following:

1. Business name
2. Vision statement (what you want to do and how you want it done
3. Logo
4. Market analysis
5. Your product
6. Location (where you will locate your business in Canada and why)
7. Analysis of economic climate
8. Finances
9. Advertising
10. Government Requirements
11. GHC Briefing
12. Elevator Pitch

The following pages will explain each category in more detail.

Sincerely,

The Hon Mary Ng P.C. MP

Minister for Small Business and Export Promotion

Starting a business is an exciting and scary endeavor. To help ease that burden we have put together a guide to give you the basics <https://www.canada.ca/en/services/business/start.html>

1. Analysis of economic climate and Government: Let’s start with the basics by looking at Canada’s Economy and Government.

Include an analysis of Canada’s climate today, Including:

* Its GDP and GDP per capita
* Unemployment rate
* Inflation rate
* Describe the state of some of its most important industries
* Where is Canada on the economic continuum (ie. How free is the economy)
* Describe taxation in the country
* What trade barriers exist
* What is the exchange rate between Canada and the US at this time
* Analyze Canada’s investment in human capital (education and training) and its connection to gross Domestic Product (GDP)
* Analyze Canada’s investment in capital goods (factories, machinery, and technology)
* Describe the role of natural resources in its economy
* Describe the role of entrepreneurship in its economy

1. Government and Government requirements
   * What type of government
   * Head of State
   * Head of Government and term of office
   * Legislature Name
   * Name of houses of Legislature and term for members of each house
   * Suffrage
   * What is a Canada Revenue Agency Business Number
   * <https://www.thebalancesmb.com/what-is-the-canada-revenue-agency-cra-business-number-2947322>
   * What are the government requirements to open a business in Canada   <https://services.bizpal-perle.ca/?lang=en&b=01>

1. Market Research- what do people want (this is the most important part of your research). You should start with Market Research. It will allow you to get a lay of the land so you can decide on a product that is centered around Canada and its people’s wants and needs. This includes getting to know the Canadian culture and what they like:
   * Learn about Canada and Canadians. What do they want and what do they need?
   * Research imports, exports, and consumer products in Canada
   * Research various industries in Canada

Here are some websites that can help Market Research Read and take notes on the following

1. <https://www.commisceo-global.com/resources/country-guides/canada-guide>
2. <https://canadianvisa.org/life-in-canada/culture>
3. <https://www.everyculture.com/Bo-Co/Canada.html>
4. <https://culturalatlas.sbs.com.au/canadian-culture/canadian-culture-core-concepts>
5. <https://thecanadaguide.com/culture/>
6. <https://theculturetrip.com/north-america/canada/articles/6-traditions-unique-to-canada/>
7. <https://www.blueskydreamers.com/life-in-canada-the-good-the-bad-and-the-not-so-good/>
8. <https://www.internations.org/go/moving-to-canada/living>
9. <https://thecanadaguide.com/culture/sports/>
10. <http://nationalclothing.org/america/17-canada/11-traditional-dress-of-canada-history-and-examples.html>

Now let's get more specific and look at food and products that people in Canada like:

1. <https://www.hostelworld.com/blog/best-traditional-canadian-food/>
2. <https://www.insidermonkey.com/blog/10-best-selling-consumer-products-in-canada-592816/>

Write a ½ page summary on each article to be included in your report

Write an general Summary on the culture of Canada which includes their wants and needs

Here are two websites that you should use

<https://www.ibisworld.com/canada/market-research-reports/market-research-industry/>

<https://www.cbre.ca/en/research-and-reports/Canada-Monthly-Mortgage-Commentary---February-2021>

1. Product- Include:
   * a description of what the product is
   * why you believe that it serves a need specifically in Canada
   * Describe exactly how you will create your product and how the customer will get it (for example will you need a factory? an office?, a retail store
   * Tell the story of how your product will be made and where customers can get it
   * Show a representation of a prototype of your product (it can be 2D, 3D, or created using a computer program, etc. \* note if you use 2D it should show the product from different vantage points ie. more than one drawing)

1. Finances- what are the costs associated with your business
   * How your product fits into the three economic questions.
   * Will you need office space, factory space, or retail locations what will the cost be
   * Factors of Production- List all of the resources you need to produce the product (You do not have to have access to detailed cost information but make rough estimates of your costs for the purposes of the assignment). Include:
     1. Natural Resources (water, minerals, etc.)
     2. Capital (land, buildings, and equipment)
        1. Find buildings that you will use online include pictures and costs

<https://www.loopnet.com/search/commercial-real-estate/can/for-sale/>

1. Human Resources (employees, services providers, training)
2. Manufactured goods (paper, uniforms, office supplies, etc.)
3. Energy and Utilities (electricity, internet connections)
4. Sales (How much will you charge for your product or service and how many will you sell this year?)

1. Location (Where will you locate your business in Canada and why)
   * Summarize Climates in Canada
   * Compare the various cities and places to live. Include the following criteria in your analysis
     1. Population
     2. Median house price
     3. Median Weekly Household Income
     4. What are its best qualities?
     5. Traditional Industries
     6. Emerging industries
     7. Climate
     8. Livability

Choose your top three and then your top choice. Explain why you made your choice

City Profiles

<https://www.internations.org/go/moving-to-canada/housing/best-places-to-live-in-canada#:~:text=The%20top%20places%20for%20expats,%2C%20and%20multicultural%2C%20tolerant%20community>.

Comparing cities in Canada

<https://medium.com/@DestinAI/where-should-i-live-in-canada-a-guide-for-newcomers-2ad14ecfeb35>

City Quiz

<https://www.zoo.com/quiz/where-in-canada-should-you-live>

Comparing Canadian cities

<https://www.greedyrates.ca/blog/top-cities-to-live-in-canada/>

1. Business Name – Choose a name for your business- Along with your logo this will give the first impression to your customers make sure it is memorable and conveys the message you want. Remember to make it something that will catch the eye of someone from Canada

1. Vision statement (the vision statement briefly outlines your future plan for the business. It should state clearly what your overall goals for the business are. To keep it brief you may prefer to use bullet points in your summary)

<https://www.clearpointstrategy.com/how-to-write-a-vision-statement-why-that-isnt-enough/>

1. Logo (should represent your business)

Create logo in MS Word (drawing toolbar, Paint, Word Art, etc.) and

[www.Logomakercom](http://www.logomakercom) [www.Cooltext.com](http://www.cooltext.com) [www.logoease.com](http://www.logoease.com)

1. Advertising-how will you get the word out about your products- remember your customers are Canadian so target advertising to their culture?
   * Slogan- it should be catchy, welcoming, and reflect your company’s culture
   * Planned Promotion/ advertising type: What is the promotion/advertising type? (Print media such as magazines and newspapers, online advertising, SMS, give away, social media, or events
   * Promotional Strategy: Why have you decided to use this promotion/advertising type? How and when will you use it? What is your strategy behind this? Who will upkeep your media presence?

For example \*Create a T-shirt go to  <https://www.customink.com/services/t-shirt-maker>

Create script for radio and TV commercial- Create using <https://animoto.com/>

* Expected Business improvement- How do you expect  your advertising strategies will improve your business success
* Social Media Strategy- What do you want to achieve/communicate (brand awareness, online sales, etc.)?  What social media tools do your customers use (ie. Blogs, Twitter, Facebook, WhatsApp, etc. What strategies can you use to network and communicate effectively with these customers?
* Sales strategies- How will you sell to your customers

11. GHC Briefing

12. Elevator Pitch-An elevator pitch, elevator speech, or elevator statement is a short description of an idea, product, or company that explains the concept in a way such that any listener can understand it in a short period of time. [Wikipedia](https://en.wikipedia.org/wiki/Elevator_pitch)

* <https://www.mindtools.com/pages/article/elevator-pitch.htm>

Schedule of Due Dates

Market research March 25

Analysis of economic climate and Government requirements March 31

Product description April  15

Location April 22

Advertising April 29

Finances May 6

**Final version (with everything included) May 9**

**Investment Conference**

We are hoping to hold an investment conference to help you raise the money to fund your business.

Here is How it will work:

You will be given table (desk) space for you to place a tri-board

Triboard should include the following:

* Business Name
* Vision Statement
* Logo
* a picture of your product if you do not have a prototype to put on the table
* Information on the government and economy
* your location
* you may also include advertising of your product

You should also have available on table a report

Report should include:

* your market analysis
* analysis of economic climate
* finances
* Information on your location and facilities (ie. factories, shops, offices, etc)
* GHC Briefing

Be prepared to give your elevator pitch to prospective investors.

GHC Briefing Canada

1. Locate on a world and regional political-physical map: the Great Barrier Reef, Coral Sea, Uluru/Ayers Rock, Indian and Pacific Oceans, Great Dividing Range, and Great Victoria Desert.
2. Locate on a world and regional political-physical map the following features of Canada: the St. Lawrence River, Hudson Bay, Atlantic Ocean, Pacific Ocean, the Great Lakes, Canadian Shield, and Rocky Mountains
3. Explain the impact of location, climate, distribution of natural resources, and population distribution on Australia and Canada including:
   1. where people live.
   2. how Canada and Australia  trade.
4. The student will describe the cultural characteristics of people who live in Australia including:
   1. The impact of English colonization on the language and religion of Canada and Australia.
   2. How the literacy rate affects the standard of living.
5. Explain the major environmental concerns of Canada regarding acid rain and pollution of the Great Lakes, the extraction and use of natural resources on the Canadian Shield, and timber resources.
6. Explain the major environmental concerns of Australia’s Great Barrier Reef
7. Compare and contrast various forms of government including:
   1. Explain how governments determine citizen participation: autocratic and democratic.
   2. Describe the two predominant forms of democratic governments: parliamentary and presidential.
   3. Describe the federal parliamentary democracy of Australia, distinguishing form of leadership, type of legislature, and the role of the citizen in terms of voting and personal freedoms.
   4. Describe structure of the Canadian government as a constitutional monarchy, a parliamentary democracy, and a federation, distinguishing the role of the citizen in terms of voting and personal freedoms
8. Analyze different economic systems
9. How traditional, command, and market, economies answer the economic questions of 1 -what to produce, 2-how to produce, and 3-for whom to produce.
10. How most countries have a mixed economy on a continuum between pure market & pure command.
11. Describe the economic system used in Australia and Canada

9.    Give examples of how voluntary trade benefits buyers and sellers in Canada and Australia including:

1. How specialization makes trade possible between countries.

10. Compare and contrast different types of trade barriers, such as tariffs, quotas and embargoes.

1. Why international trade requires a system for exchanging currency between nations.

11. Describe factors that influence economic growth and their presence/absence in Canada & Australia including:

1. Relationship between investment in human capital (education/training) & gross domestic product (GDP).
2. The relationship between investment in capital goods (factories, machinery, and technology) and gross domestic product (GDP).
3. The role of natural resources in a country’s economy.
4. The role of entrepreneurship.

12. Describe the origins and culture of the Aborigines.

13. Explain the impact European exploration and colonization had on Canada and Australia including:

1. Explain the reasons for British colonization of Australia; include the use of prisoners as colonists.
2. Explain the impact of European colonization of Australia in terms of diseases and weapons on the indigenous peoples of Canada and Australia.
3. Describe the influence of the French and the English on the language and religion of Canada.
4. Explain how Canada became an independent nation.
5. Describe Quebec’s independence movement.