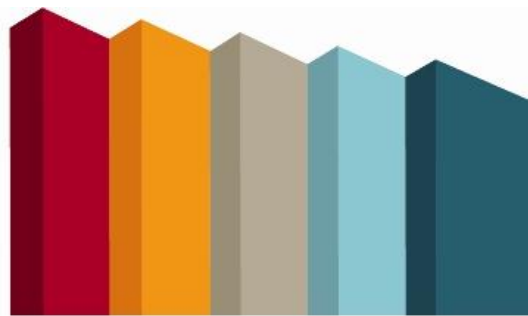


# ***SERVICES TO BUSINESS GUIDE***

## **2013**



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# ***Services to Business***

The *Services to Business* Guide is designed to assist library staff in providing support to new and small businesses in their community. Whether individuals are self-employed, start-up entrepreneurs, small office/home office (SOHO) business owners, a rural entrepreneur, an Aboriginal person, youth, woman, newcomer to Canada or a person with a disability who wants to start a business, they will all benefit from the help and resources available at their local library through the ease of access to online government services and in-house resources for business.

This Guide provides an overview of the basic steps required in starting a business and it highlights government and library resources available to assist entrepreneurs in Ontario. Information is organized in the guide into three sections that support start-up business owners:

- Section One highlights **Internet & Print Business Resources** that entrepreneurs can use to meet their informational needs and work through at their own pace. Resources in this section are organized along the essential steps to starting a business venture.
- Section Two lists key **Government and Community Business Centres** by city where new businesses can seek expert advice and additional resources either by walking-in or over the phone.
- Section Three provides information on **Government Call Centres** that can answer business-related questions at no cost and help entrepreneurs access the information and services they require.

Key government services to business are indicated, while additional business resources are also provided to facilitate an understanding of what is required when starting a new business. The information is geared toward opening a new business in Ontario, though many resources will also be helpful for existing small businesses in the province.

The local public library is a great place to visit when starting a business. Libraries already have many resources on how to start and run a business. Patrons may be directed to the Library's Reference and Non-Fiction Section and advised to begin by searching terms such as entrepreneur, small business, or management. Often Libraries group their business related materials together in one section.

Starting a business is no small feat. It takes a lot of time and effort to seriously research and plan a business. This Guide provides a starting point for start-up entrepreneurs to address the most immediate needs when thinking about, or forming a new business. The resources listed are in no way a comprehensive list, but rather a place to start from and expand depending on the needs of each entrepreneur.

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# SECTION ONE: ON-LINE & PRINT RESOURCES & TOOLS

## **RECOMMENDED GOVERNMENT WEBSITES FOR SMALL BUSINESS**

The following websites are a must visit. They provide useful and comprehensive web-based tools and information to guide the process of assessing, starting and growing a new business.

### **Services for Business: One-Source**

The **Services for Business** section of **ServiceOntario.ca** provides a wealth of customized information on programs and services for business and access to transactions such as:

- Business Registration or Renewal
- Business Permits and Licenses through BIZPal
- Taxes: Employer Health Tax, GST and HST, Corporate Income Tax
- Guides and How To's
- Grants and Financing
- Legal
- Workplace Safety Insurance Board, Payroll Deductions, Import/Export

Access, submit and track business info, forms and services for your business quickly, securely and save the information you need in a customized **"My Account"** feature.

Visit ServiceOntario: [http://www.ontario.ca/en/services\\_for\\_business/index.htm](http://www.ontario.ca/en/services_for_business/index.htm)

### **Ontario Business Program Guide**

The Guide's a resource to government-funded programs and services for Ontario businesses.

- Advice and Consultation
- Education and Training
- Financing
- Tax Credits

Visit [http://www.ontario.ca/en/business\\_program/index.htm](http://www.ontario.ca/en/business_program/index.htm)

### **Canada Business Network: Services for Entrepreneurs**

The **Canada Business Network** site is a helpful and comprehensive first point of contact for Ontario's small business community that provides access to accurate, timely and relevant information on federal and provincial business-related programs, services and regulations. On the website entrepreneurs can:

- Explore the "Starting a Business" tab for the basics on federal and provincial government programs, services and regulations
- Plan for a successful start to a small business
- Ask business questions by email through the Contact Us form
- Search guides on business topics <http://www.cbo-eco.ca/en/index.cfm/guides/>

Visit CanadaBusiness: <http://www.canadabusiness.ca/eng/>

### **Your Guide to Small Business in Ontario**

This Guide available through the **Ministry of Economic Development and Innovation** is a great reference point on topics identifying the actions required before, during and after launching a business. Sections include:

- So, You're Thinking of Starting your Own Business
- Preparing to Start your Business
- Starting your Business
- Up and Running
- Expanding your Business

Visit: [http://www.ontariocanada.com/ontcan/1medt/smallbiz/en/sb\\_yrguide\\_main\\_en.jsp](http://www.ontariocanada.com/ontcan/1medt/smallbiz/en/sb_yrguide_main_en.jsp)

## **RECOMMENDED GOVERNMENT PUBLICATIONS FOR SMALL BUSINESS**

The following are popular access points to key government publications that provide market research statistics, regulatory fact sheets and government service information that relate to small business start-up and operations.

### **ServiceOntario Publications**

ServiceOntario Publications house many resources for starting a business, including employer regulation fact sheets, small business guides, provincial statistics, business planning resources, and much more. Many publications can be searched and accessed online, ordered by phone or found at ServiceOntario locations.

Visit: <https://www.publications.serviceontario.ca> or Call: 1-800-668-9938

### **Service Canada Publications**

Service Canada publishes corporate publications about their activities as well as publications related to federal government services. Many of these can be searched and downloaded online and are also available at Service Canada walk-in centres or by phone.

Visit: <http://www.servicecanada.gc.ca/eng/about/publications.shtml> or Call: 1-800-O-Canada

### **Industry Canada Publications**

Industry Canada publishes several reports that will be of use for individuals starting a business to help them understand and comply with government regulations. Publications can be accessed online or ordered by phone.

Call 1-800-635-7943 or visit:

<http://www.ic.gc.ca/eic/site/icgc.nsf/eng/06957.html?Open=&iehack=%E2%98%A0&q=+%09Industry+Canada+Publications&cn-search-submit=Search>

### **Public and First Nations Libraries**

More topic-specific resources follow in this section, organized by the essential steps to starting a business venture in Ontario. Online and Print resources for government services, programs, and transactions are highlighted, while additional supporting resources are also provided that aid in an understanding of the government requirements and services for starting a business. Please note that the suggested books are purely that; "suggested".

Public and First Nations Libraries have a wealth of business-related books, periodicals, trade indexes, journals and databases currently in its collection as well as available through inter-library loans.

Visit: <http://www.libdex.com/country/canada/ontario/>

## **RECOMMENDED LOCAL AND NORTHERN ONTARIO WEBSITES FOR SMALL BUSINESS**

The following websites provide information for small business entrepreneurs who are looking to start-up or grow their business in Greater Sudbury and the Northern Ontario area.



### **Greater Sudbury Chamber of Commerce**

The Greater Sudbury Chamber of Commerce provides information and networking opportunities for businesses and entrepreneurs.

Visit: [www.sudburychamber.ca/](http://www.sudburychamber.ca/)



### **Regional Business Centre**

A not-for-profit organization whose mandate is "to be the first stop for aspiring entrepreneurs and existing small/medium sized businesses to access accurate information and navigate a variety of resources through complimentary coaching at all stages of business start-up and growth in the Greater Sudbury, Manitoulin and surrounding areas."

Visit: <http://www.regionalbusiness.ca/>



### **Greater Sudbury Development Corporation**

The GSDC provides businesses and entrepreneurs with a place to discover information on zoning, by-laws, grants and incentives, property available for purchase, and more.

Visit: <http://invest.mysudbury.ca/>



### **Workforce Planning for Sudbury & Manitoulin (WPSM)**

The WPSM is an objective third party that acts as a community facilitator through research, partnerships, and planning.

Visit: <http://www.planningourworkforce.ca/>



### **Northern Ontario Business**

Find business news and information, and listings of business to business contacts for Northern Ontario.

Visit: <http://www.northernontariobusiness.com>



### **Young Professionals Association**

A not-for-profit organization designed to provide opportunities and support for professionals aged 20 to 35 in the Greater Sudbury area.

Visit: <http://www.ypasudbury.ca/>

## **THE CONCEPT STAGE**

At this point, there is no business as yet. A future business owner may have an *idea* about starting a business, but may or may not have a clear vision of what that business will look like. In order to proceed, an idea must be well-researched, analyzed and refined to determine the potential viability of the proposed business.

## **STEP 1: EVALUATE YOUR IDEAS, ABILITIES AND EXPERIENCE**

Before spending time, energy, and financial resources on starting a business, it is important to take the time to evaluate both your readiness as an entrepreneur and the viability of your business idea. Anyone thinking about going into business should consider not only what they are passionate about doing, but also what skills and capabilities they have as well as the experience they have to contribute to a successful initiative.

The following section contains quizzes, articles, and checklists to help potential entrepreneurs evaluate their ideas as well as their aptitude for business.

### **Online Government Resources**

#### **Business Development Bank of Canada**

##### **Entrepreneurial Self-Assessment**

Are you the entrepreneurial type? Try an online quiz to find out. The Business Development Bank of Canada offers this tool to assess your readiness.

[http://www.bdc.ca/EN/advice\\_centre/tools/entrepreneurial\\_self\\_assessment/Pages/entrepreneurial\\_self\\_assessment.aspx](http://www.bdc.ca/EN/advice_centre/tools/entrepreneurial_self_assessment/Pages/entrepreneurial_self_assessment.aspx)

#### **Canada Business Network**

##### **Is Entrepreneurship for You?**

Before you take the first step, take some time to find out if you are well suited to being an entrepreneur, to understand the benefits of entrepreneurship and to learn about your chances of success.

<http://www.canadabusiness.ca/eng/125/107/>

##### **Develop Your Ideas**

This site provides help deciding if a business idea has profit potential, especially if you have never been in business for yourself.

<http://www.canadabusiness.ca/eng/125/106/>

### **Suggested Supporting Online Resources**

#### **Becoming a Self-employed Consultant or Contractor**

This article identifies the skills necessary to be a successful consultant or contractor as well as how to get started. [http://www.quintcareers.com/becoming\\_a\\_free\\_agent.html](http://www.quintcareers.com/becoming_a_free_agent.html). Try the

Consultant quiz: [http://www.quintcareers.com/consulting\\_quiz.html](http://www.quintcareers.com/consulting_quiz.html)

#### **Entrepreneur.com: How to Research Your Business Idea**

The Business Idea section links to a variety of articles on how to assess a business idea. A great source for brainstorming ideas is the "Hot Trends" section, which provides business trend information every year. Topics include 21 Industry Guides, Evaluating Your Idea, Finding Ideas, the 10 Hot Trends that will define opportunity and low-cost Startup ideas

<http://www.entrepreneur.com/startingabusiness/businessideas/>

## **My Own Business - Session 1: Evaluating the Potential of Business**

This site offers an online course on how to start a business. Session One includes such topics as the Characteristics of a Successful Entrepreneur, a Step-by-Step Approach to Start-up and a top ten Do's and Don'ts.

<http://www.myownbusiness.org/s1/index.html>

## **NOLO: Start Your Own Business: 50 Things You'll Need to Do**

For help with the beginning stages of operating a business, the following checklist is a great place to start (U.S. site).

<http://www.nolo.com/legal-encyclopedia/start-own-business-50-things-30077-2.html>

## **About.com:**

### **Small Business Start Up: Guide to Small Business Canada**

This site contains links to easy-to-understand explanations on business start-up topics: Assessing Readiness to Start a Business; "Starting a Business" Advice; Business Ideas; Buying a Business; How to Start a Business in Canada; Starting a Home-Based Business; as well as Starting an Online Business or an Import/Export Business.

<http://sbinfocanada.about.com/od/startup/u/startup.htm>

### **Small Business Ideas**

Thinking of starting a business? Here are small ideas for your business startup, including home business ideas, the best business opportunities of 2013 and 7 sources for ideas.

[http://sbinfocanada.about.com/od/businessideas/Small\\_Business\\_Ideas.htm](http://sbinfocanada.about.com/od/businessideas/Small_Business_Ideas.htm)

### **Start your own business after a lay-off**

Being unemployed in a tight job market offers limited opportunities even for talented individuals. One growing alternative is to start a business.

<http://sbinformation.about.com/cs/buyingorselling/a/laidoff.htm>

### **Is a Home-based Business right for you?**

Before you start a Home-based Business consider what is required and what it offers. This site provides guidelines for deciding whether to run your business out of your home or not.

<http://sbinfocanada.about.com/cs/homebusiness/a/starthomebiz.htm>

## **Government Resources at the Greater Sudbury Public Library**

Atlantic Canada Opportunities Agency. *Fast Forward: An Innovation Guide for Small and Medium Enterprises*. Monton, N. B.: Atlantic Opportunities Agency, 2007. PDF file.

Ministry of Economic Development and Trade. *Your Guide to Small Business: Everything you Need to Know to Start up and Run Your Own Venture in Ontario*. Toronto: Ministry of Economic Development and Trade, 2009. PDF file.

## **Resources Available at the Greater Sudbury Public Library**

Aylen, John. *Starting & Running a Small Business for Canadians All-in-one for Dummies*. Mississauga, Ont.: John Wiley & Sons Canada, c2012. Print.

Feld, Brad. *Startup Communities: Building an Entrepreneurial Ecosystem in Your City*. Hoboken, N. J.: J. Wiley & Sons, c2012. Print.



Guillebeau, Chris. *The \$100 Startup: Reinvent the Way You Make a Living, Do What You Love, and Create a New Future*. New York: Crown Business, c2012. Print & eBook.

Learn2succeed.com Incorporated. *Self-employment for Beginners: How to Create your Own Job in a Recession*. Toronto: Productive Publications, c2010. eBook.

Silver, Yanik. *Maverick Startup: 11 X-factors to Bootstrap from Zero to Six Figures and Beyond*. Irvine, Calif.: Entrepreneur Press, c2012. Print.

**Visit [www.sudburylibraries.ca](http://www.sudburylibraries.ca) for more resources**

## **THE RESEARCH AND PLANNING STAGE**

In this stage, the business is still not operating. Research and planning are necessary and may last anywhere from a few weeks to several months as a future business owner takes the time to conduct market research and develop a sound business plan.

Market research will involve researching possible names for the business, determining the legal structure, gathering information about the industry, the competition and the target market (customer); investigating any costs associated with equipment, leasehold improvements, office furnishings and inventory and locating a possible facility if required as well as evaluating financial resources.

Developing a Business Plan is the next step, especially if it is necessary to secure funding and/or lease a facility.

## **STEP 2: MARKET RESEARCH & PLANNING**

Market research is invaluable in determining your idea's potential. You can gather information from industry associations, Web searches, periodicals and federal and provincial agencies. A new business will want to do some preliminary reading about starting a small business, including the important start-up phase. Find the top business books in the local library and read at least three of them. Time spent at the library looking at books, periodicals and articles or on databases available through KnowledgeOntario online can set you on your way to really understanding your market.

Market research is necessary to demonstrate that a market exists for a potential business venture. Primary research such as surveys, interviews and focus groups can help build a customer profile of consumer preferences and buying habits. Secondary research such as industry profiles and demographic statistics will help to assess the competition.

The following resources link to statistical, demographic and market information as well as tips for conducting primary research.

### **Canada Business Network**

**Market Research and Statistics** – Discover what market research is and how to create an effective market research campaign. <http://www.canadabusiness.ca/eng/88/>

### **Secondary Market Research Service - Canada Business Ontario**

Take advantage of a **free research service** that could help you start or expand a small business. <http://www.canadabusiness.ca/eng/program/2478//> or call 1-888-745-8888.

### **Guide to Market Research and Analysis**

This site provides information on how to conduct a market research project, specifying several options that are available to businesses regardless of their market research budget. <http://www.canadabusiness.ca/eng/guide/2428/>

### **The Canadian Trade Commissioner Service: Market Reports**

The Canadian Trade Commissioner Service's market reports provide a detailed analysis of industry sectors that enable businesses to take advantage of the right opportunities abroad. <http://www.infoexport.qc.ca/eng/market-report-access.jsp>

## **Industry Canada**

Select from numerous "Industrial Sectors" for in-depth, industry-specific analysis, statistics, contacts, news, financing and regulatory information for Canadian business as well as the "Research Small Business" tab.

[http://www.ic.gc.ca/eic/site/ic1.nsf/eng/h\\_00066.html](http://www.ic.gc.ca/eic/site/ic1.nsf/eng/h_00066.html)

## **Invest in Canada**

### **Industry Sectors**

See the "Publications" tab highlighting a number reports and resources as well as the "Canada's Industries" tab.

<http://investincanada.gc.ca>

## **Ministry of Economic Development and Innovation: Industry Profiles; Ontario Sectors**

Information on sectors ranging from automotive, plastics, aerospace, life sciences to information and telecommunications technology.

[http://www.sse.gov.on.ca/medt/investinontario/en/Pages/\\_ontario\\_sectors.aspx](http://www.sse.gov.on.ca/medt/investinontario/en/Pages/_ontario_sectors.aspx)

## **Industry Canada**

### **Small Business Research and Statistics**

The website includes an extensive collection of Industry Canada research on small business and entrepreneurship, together with links to other sites and comprehensive statistics on Canadian small businesses. <http://www.ic.gc.ca/eic/site/061.nsf/eng/Home>

## **Statistics Canada**

Find statistics by subject: in particular see Business Performance and Ownership that includes Summary Tables, Community Profiles, Census Maps and geography, CANSIM, Imports and Exports and Publications

<http://www.statcan.gc.ca/subject-sujet/theme-theme.action?pid=2239&lang=eng&more=0>

### **Market Research Handbook**

The handbook is a comprehensive source of socio-economic statistics. The broad range of data is equally relevant to consumer and to business-to-business marketing and the data profiles key industries, including the small business sector.

<http://www.statcan.gc.ca/bsolc/olc-cel/olc-cel?lang=eng&catno=63-224-X>

<http://www.statcan.gc.ca/pub/63-224-x/63-224-x2007000-eng.pdf> PDF

## **Suggested Supporting Online Resources**

### **Entrepreneur.Com: How to Research your Business Idea**

Your idea may indeed be brilliant - or it may need some work. Here's how to create a market research plan to find out whether you're ready for start-up.

<http://www.entrepreneur.com/startingabusiness/businessideas/evaluatingyouridea/article70518.html>

### **GDSourcing: Canadian Statistics Online**

A repository of industry sector references and subject indexes of Canadian data for small business market research for free or at a low cost. <http://www.gdsourcing.com/>

### **MaRS: Entrepreneur's Toolkit**

A market research tool that looks at the systematic, objective collection and analysis of data about a specific target market, competition, and/or environment. It speaks to the collection of data through either primary or secondary research.

<http://www.marsdd.com/entrepreneurs-toolkit/articles/market-research>

### **SBDC (Small Business Development Centre): National Information Clearinghouse**

In the "Start Your Business" box find information on industry sectors as well as a wide range of start-up issues under the "Help, Industry Sectors and Market Research Reports.

<http://sbdcnnet.org/>

### **SEDI (Social and Enterprise Development Innovations): Start a Business**

Find useful business tips and practical information on everything you need to know about starting and running your own business in the *Business Tips* section. The Web Links will guide you to organizations that provide services in business development, micro-enterprise training, finances, marketing/selling, business operation and planning. If you are interested in information technology, check out the online Exploring Self-Employment workbook.

<http://www.sedi.org/html/individuals/startbusiness.asp>

## **Additional Market Research Sources**

### **Company Information**

Nielsen: <http://www.acnielsen.ca>

Canadian Trade Index: information on over 30,000 Canadian companies, featuring nearly 100,000 product listings under more than 20,000 headings. <http://www.ctidirectory.com/>

Family Business; (U.S.Lists): <http://www.familybusinessmagazine.com/index.php?/articles>

Forbes: <http://www.forbes.com/entrepreneurs/>

Fraser's Online Industrial/Manufacturing Directory: <http://www.frasers.com/public/home.jsf>

ProfitGuide.com:

<http://list.canadianbusiness.com/rankings/profit100/2010/intro/Default.aspx?sp2=1&d1=d&sc1=9>

Retail Industry Research (Ryerson University, CSCA Centre for the Study of Commercial Activity): Research Publications tab <http://www.cscs.ryerson.ca/Publications.html>

Stock Quotes (Yahoo Finance): <http://finance.yahoo.com/>

Thomas Net: Find your supplier from more than 67,000 categories. <http://www.thomasnet.com/>

Toronto Stock Exchange: <http://www.tsx.com/en/sitemap.html>

Times 100 UK: Marketing Theory, Business Case Studies:

[http://www.thetimes100.co.uk/additional/sitemap\\_studies.php](http://www.thetimes100.co.uk/additional/sitemap_studies.php)

### **Annual Reports**

SEDAR: System for Electronic Document Analysis & Retrieval for Canadian Companies:

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

U.S. Securities and Exchange Commission; SEC EDGAR Filings Securities Exchange Commission

<http://www.sec.gov/>

Yahoo Finance Directories: <http://biz.yahoo.com/r/>

## **Consumer Information and Demographics**

Print Measurement Bureau: PMB is Canada's leading syndicated study for single-source data on print readership, non-print media exposure, product usage and lifestyles.

<http://www.pmb.ca/public/e/index.shtml>

United States Census Bureau: <http://www.census.gov/>

United States Bureau of Labor Statistics: <http://www.bls.gov/>

## **Economic Conditions**

Bank of Canada. Financial Statistics: <http://www.bankofcanada.ca/en/rates/index.html>

Bank of Montreal. Economic Research: <http://www.bmonesbittburns.com/economics/> View the Econoguide

Canadian Imperial Bank of Commerce Economics Online:

<http://research.cibcwm.com/res/Eco/EcoResearch.html>

RBC Financial Group (Economics Research): <http://www.rbc.com/economics/>

Scotiabank. Expert Research and Analysis: <http://www.scotiabank.com/ca/en/0,,3112,00.html>

<http://www.scotiabank.com/ca/en/0,,368,00.html>

## **Patents, Trademarks, Copyrights**

The Canadian Intellectual Property Office (CIPO) is responsible for the administration and processing of the greater part of intellectual property in Canada. Its areas of activity include: Patents, Trade-marks, Copyrights, Industrial designs and Integrated circuit topographies

<http://www.cipo.ic.gc.ca/eic/site/cipointernet-internetopic.nsf/eng/home>

## **Business Databases at Greater Sudbury Public Library**

The following databases can be accessed online at the Greater Sudbury Public Library. Go to the library search engines section, and search for the databases by title. A valid library card and PIN is required.

### **Canada in Context**

Gale's Canada in Context covers a broad range of Canadian topics, people, places, events.

### **Canadian Points of View Reference Centre**

Full-text of Canadian and international magazines, newspapers and reference titles.

### **CPI.Q. Canadian Periodicals**

English and French Canadian periodicals; Full text articles; Selections from the Globe and Mail, Maclean's weekly magazine; Canadian News Facts; and encyclopedic reference materials, such as the *Canadian Parliamentary Guide* and *Canadian Newsmakers*.

### **General Business File ASAP**

A fully international database designed to provide users with unparalleled access to 200,000 company profiles, thousands of investment reports, late-breaking news and event coverage on companies, industries, products and executives, and the latest in business theory, economics and favored practices.

### **Gale Virtual Reference Library**

A Virtual Reference Library of over 40 eBook reference works including business handbooks, encyclopedias, and information.

### **Insurance and Liability Collection**

Protection of assets is a concern for all: from the individual property owner to the multinational corporation. A broad view of this multimillion dollar industry, covering such topics as labor relations, mortgage banking, legal issues, and more.

### **Small Business Collection**

Perfect for business schools and entrepreneurs, this compilation provides insights, tips, strategies and success stories.

## **Government Resources at the Greater Sudbury Public Library**

Canadian Intellectual Property Office. *A Guide to Trade-Marks*. Gatineau, Québec: Canadian Intellectual Property Office, 2008. PDF file.

Canadian Intellectual Property Office. *A Guide to Patents*. Gatineau, Québec: Canadian Intellectual Property Office, 2010. PDF file.

Statistics Canada. Small Business and Special Surveys Division. *Market Research Handbook*. Ottawa: Statistics Canada, 2008. PDF file.

Ministry of Economic Development and Trade. *Your Guide to Small Business: Everything You Need to Know to Start Up and Run Your Own Venture in Ontario*. Toronto: Ministry of Economic Development and Trade, 2009. PDF file.

## **Resources Available at the Greater Sudbury Public Library**

Bartkowiak, Judy. *Market Research in a Week*. London: Hodder Education, 2012. Print.

Doman, Don. *Market Research Made Easy*. Self-Counsel Press, 2002. Print.

Financial Post. *FP Markets, Canadian Demographics*. Toronto: Financial Post, c2012. Print.

Hyman, Michael, and Jeremy Sierra. *Marketing Research Kit for Dummies*. Hoboken, N. J.: John Wiley & Sons, Ltd., 2010. eBook.

Wenzel, Anne M. *Entrepreneur's Guide to Market Research*. Santa Barbara, Calif.: Praeger, c2012. Print.

## **Business Directories Available at the Greater Sudbury Public Library**

*Canadian Almanac & Directory.* Toronto: Copp Clark Pub. Co. , 2012. Print.

*Canadian & American Mines Handbook.* Toronto: Northern Miner Press, 2012. Print.

*Canadian Key Business Directory.* Toronto: Dun & Bradstreet of Canada, c2011. Print.

*City of Sudbury Directory.* Hamilton, Ont. : Vernon's Publishing Inc., 2012. Print & Microfilm.

Financial Post. *Survey of Mines and Energy Resources.* Toronto: Maclean-Hunter, 2012. Print.

*Scott's Directories: Ontario Manufacturers.* Oakville, Ont.: Penstock Publications, 2010. Print.

**Visit [www.sudburylibraries.ca](http://www.sudburylibraries.ca) for more resources**

## **STEP 3: GET BUSINESS ASSISTANCE AND TRAINING**

Business advisors, coaches and workshops are available to help create the crucial business plan required before embarking on any start-up venture. The business plan refines a business idea and ultimately should demonstrate that the proposed business has a place in the market and will be profitable. This step is a prerequisite for seeking financial assistance or investors and should include plans for marketing, human resources, operations and finances.

Access to Business Advisors is also available through Federal, Provincial, Municipal and Community Business Centres. New businesses should refer to Section Two of this Guide to find local Business Advisors, Coaches and workshops closest to them.

Business assistance and training can take many forms and should be tailored based on individual needs. The following resources contain several self-directed learning opportunities as well as information on more formal education programs for business operations. Templates for business plans, online info-guides, and an interactive planner are also found here.

### **Online Government Resources**

#### **Industry Canada**

##### **Find Business Advisors**

Links to directories of Canadian companies or organizations (Associations, Business and Economic Development Offices, Accredited Professionals and Business Consultants) that support small business and provide advice on any subject related to business management.

[http://www.ic.gc.ca/eic/site/ccc\\_bt-rec\\_ec.nsf/eng/h\\_00007.html](http://www.ic.gc.ca/eic/site/ccc_bt-rec_ec.nsf/eng/h_00007.html)

#### **Ministry of Economic Development and Innovation**

Business Advisory Services are focused on helping entrepreneurs who want to grow their businesses in Ontario and abroad.

[http://www.ontariocanada.com/ontcan/1medt/smallbiz/en/sb\\_bizadvise\\_en.jsp](http://www.ontariocanada.com/ontcan/1medt/smallbiz/en/sb_bizadvise_en.jsp)

There is "Advice and Consultation" on a variety of topics related to starting a business.

[http://www.ontario.ca/en/business\\_program/categories/ONT04\\_036457.html](http://www.ontario.ca/en/business_program/categories/ONT04_036457.html)

#### **ServiceOntario**

##### **Business Management**

There is "Advice and Consultation" on a variety of topics related to starting a business.

[http://www.ontario.ca/en/business\\_program/categories/ONT04\\_036457.html](http://www.ontario.ca/en/business_program/categories/ONT04_036457.html)

### **Business Guides**

#### **Aboriginal Business Canada and You: Guide**

Help for Aboriginal entrepreneurs and organizations to achieve their business goals.

<http://www.ainc-inac.gc.ca/ecd/ab/abc/abcnu-eng.asp>

#### **Canada Business Network**

##### **Business Guides**

Info-Guides: The guides are designed to help you navigate through federal and provincial government programs services and regulations that may apply to entrepreneurs.

<http://www.cbo-eco.ca/en/index.cfm/guides/>



### **Business Plans - Templates and Samples**

This site offers sample business plans and business plan templates to help entrepreneurs develop a professional business plan. <http://www.canadabusiness.ca/eng/86/4878/>

### **Financing for Starting a Business Info-Guide**

This guide outlines federal and provincial government programs available to individuals starting a business in Ontario.

<http://www.cbo-eco.ca/en/index.cfm/guides/financing-for-starting-a-business-info-guide/>

### **Blakes**

These guides provide an introductory summary of the legal frameworks governing business in Canada. <http://blakes.com/english/publications.asp?PID=2&SID=249&level=3>

### **Davies**

#### **Doing Business in Canada - Your Complete Guide**

<http://www.dwpv.com/en/Resources/Publications/2012/Doing-Business-in-Canada-Your-Complete-Guide>

### **Ministry of Economic Development and Innovation**

#### **Your Guide To Small Business**

A guide that details everything needed to start a business venture in Ontario with several simple checklists to help any entrepreneur get on the right track.

[http://www.ontariocanada.com/ontcan/1medt/smallbiz/en/sb\\_yrguide\\_main\\_en.jsp](http://www.ontariocanada.com/ontcan/1medt/smallbiz/en/sb_yrguide_main_en.jsp)

[http://www.ontariocanada.com/ontcan/1medt/smallbiz/sb\\_downloads/yrguide\\_sb\\_en.pdf](http://www.ontariocanada.com/ontcan/1medt/smallbiz/sb_downloads/yrguide_sb_en.pdf) (PDF format)

### **Resource Guide for Business Immigrants to Ontario** (PDF format)

A guide to assist business immigrants wanting to start a business in Ontario

[http://www.sse.gov.on.ca/medt/investinontario/SiteCollectionDocuments/Resource\\_Guide.pdf](http://www.sse.gov.on.ca/medt/investinontario/SiteCollectionDocuments/Resource_Guide.pdf)

## **Courses/Programs**

### **Employment Ontario**

#### **Back to School; full or part-time**

Search for business courses such as Small Business Bookkeeping, Financial Management, Operations and Legal Issues, Business and Computer Skills at Ontario Universities and Colleges. <http://www.tcu.gov.on.ca/eng/employmentontario/backtoschool/index.html>

### **ServiceOntario**

#### **Business Courses at Private Career Colleges**

Also check out the *Ontario Private Career College* search service for business courses and programs available at private career colleges operating in Ontario.

[http://www.ontario.ca/en/services\\_for\\_residents/053263](http://www.ontario.ca/en/services_for_residents/053263)

### **MaRS**

The Entrepreneurship 101 business courses provide a startup business with training online to help start and grow a company. Here are 20 online lectures which walk you through the process of starting a business. Sessions include: Building a Business Model, Raising Money, Marketing, Sales right through to The Pitch.

<http://www.marsdd.com/entrepreneur-toolkit/entrepreneurship101/>

## **Suggested Supporting Online Resources**

### **My Own Business Inc Course:**

A free self-directed online *How to Start Your Own Business* course presented in 15 sessions.  
[http://www.myownbusiness.org/course\\_list.html](http://www.myownbusiness.org/course_list.html)

## **Government Resources at the Greater Sudbury Public Library**

Industry Canada. *Guide to Federal Incorporation: Helping Small Businesses Incorporate Federally*. Ottawa: Industry Canada, 2011. Print & PDF File.

## **Resources Available at the Greater Sudbury Public Library**

Fiore, Frank. *Write a Business Plan –in no time*. Indianapolis, Ind.: Que, c2005. Print.

Gale Research Inc. *Business Plans Handbook: A Compilation of Actual Business Plans Developed by Small Businesses throughout North America*. Toronto: Gale Research, Inc., c1995-. Print & Electronic.

Learn2succeed.com Incorporated. *Business Planning for Beginners: Find out How Much Money You Will Need to Run Your Business*. Toronto: Productive Publications, c2009. eBook.

Shapiro, Ronald M. *Dare to Prepare: How to Win Before You Begin*. New York: Crown Business, c2008. Print.

Tiffany, P PhD & S. Peterson PhD, *Business Plans for Canadians for Dummies*. Mississauga, Ont.: J. Wiley & Sons Canada, 2008. Print.

**Visit [www.sudburylibraries.ca](http://www.sudburylibraries.ca) for more resources**

## STEP 4: CHOOSE A BUSINESS LOCATION

Selecting the right location involves considerations such as legal and regulatory requirements, leasing and zoning requirements for different industries, proximity to customers and financial incentives and tax credits offered by the local government. All these may influence your decision.

When starting a business, a sound understanding of some basic legal and regulatory issues may be required. This section contains information to assist in that decision-making process.

### Online Government Resources

#### ServiceOntario: One-Source for Business

The Permits and Licences Wizard is an online, one-stop service that allows searches for permits and licenses including zoning/location issues required by a business type for all levels of government – federal, provincial, and municipal. \*Note: not all municipalities currently participate in this service.

[https://www.appmybizaccount.gov.on.ca/wps/portal/mba\\_pub!/ut/p/c4/JYwxDsIwDEXP0gvYK2LjBAwMpWw\\_wUotXMdK A5U4Pa3QW97w9PjBO46PFnStDuM7T4Eipv461zVR1NZhFO9kmsmr0z9PJrQKWp5p0y\\_ak8fjZfDCK\\_jhyH2f2a1LXF04luW0XYbhB6CMoWQ!/?](https://www.appmybizaccount.gov.on.ca/wps/portal/mba_pub!/ut/p/c4/JYwxDsIwDEXP0gvYK2LjBAwMpWw_wUotXMdK A5U4Pa3QW97w9PjBO46PFnStDuM7T4Eipv461zVR1NZhFO9kmsmr0z9PJrQKWp5p0y_ak8fjZfDCK_jhyH2f2a1LXF04luW0XYbhB6CMoWQ!/)

#### Canada Business Network

##### Choosing and Setting Up a Location

This site covers things to consider when deciding where to locate your business and how to arrange your office, store or facility. <http://www.canadabusiness.ca/eng/125/143/>

##### Little Things Mean a Lot

This discusses site selection criteria, such as retail compatibility and zoning that the small store owner-manager must consider after making basic economic, demographic, and traffic analyses. It offers questions the retailer must ask before making the choice of store location.

<http://www.canadabusiness.ab.ca/index.php/legal/23-store-location-qlittle-thingsq-mean-a-lot>

#### Invest In Ontario

Whatever your business is you'll find a site or community in Ontario that can help your business thrive. <http://www.sse.gov.on.ca/medt/investinontario/en/Pages/communities.aspx>

### Suggested Supporting Online Resources

#### Choosing a Location for Your Business: There's more to consider than just cost

Browse the articles on "*There's More to Consider than Just Cost, Deciding Where to Set Up Shop, Retail Store Site Selection and Business Relocation May Lower Your Operating Expenses*" when choosing a business location as well as information on regulatory considerations. This is an American source.

<http://entrepreneurs.about.com/od/gettingstarted/a/chooselocation.htm>

#### Nolo: Determining the space your Business needs

Suggestions for choosing a successful location as well as articles *Leasing and Renting Space* and *Determine the Space Your Business Needs*. This is an American source.

<http://www.nolo.com/legal-encyclopedia/determine-space-business-needs-30178.html>

#### How to Choose the Best Location for Your New Business

An article detailing the questions and answers to consider when locating a new business.

<http://www.helium.com/items/460599-how-to-choose-the-best-location-for-your-new-business>

## **CanadaOne**

### **Things to consider before you sign a business lease**

[http://www.canadaone.com/ezine/june00/business\\_leases.html](http://www.canadaone.com/ezine/june00/business_leases.html)

### **Bulletproof a Lease Agreement**

[http://www.canadaone.com/ezine/sept01/lease\\_agreements.html](http://www.canadaone.com/ezine/sept01/lease_agreements.html)

## **Government Resources at the Greater Sudbury Public Library**

Ontario. *Office Consolidation: Land Titles Act, Related Statutes and Regulations*. Toronto: Queen's Printer of Ontario, 2001. Print.

Ontario. *Office Consolidation: Residential Tenancies Act, Related Statutes and Regulations*. Toronto: Queen's Printer for Ontario, 2010. Print.

## **Resources Available at the Greater Sudbury Public Library**

McNeill, Patricia. *Landlording in Canada: A Practical Business and Legal Guide*. North Vancouver, B.C.: Self-Counsel Press, 1993. Print.

McInnes, R.W. *Landlord/Tenant Rights in Ontario*. North Vancouver, B.C.: Self-Counsel Press, 1998. Print.

Willerton, Dale R. *Negotiate Your Commercial Lease*. North Vancouver, B.C.: Self-Counsel Press, c1998. Print.

**Visit [www.sudburylibraries.ca](http://www.sudburylibraries.ca) for more resources**

## STEP 5: FINANCE YOUR BUSINESS

Financing for a new business may come from a variety of sources: banks and financial institutions, personal lines of credit, partners and investors, micro-credit lenders and venture capitalists. Federal, Provincial and some local governments also offer financing programs to help small businesses start and grow their operations.

Programs in Ontario include: The Canada Small Business Financing Program, the Business Development Bank of Canada, Innovation Financing Solution, The Ontario Community Futures Development Corporations, the Summer Company Program for Youth, and the Canadian Youth Business Foundation Loan Program. Some entrepreneurs may also be eligible for Ontario Self-Employment Benefit while starting a business. More information on these and other government financing services and information can be found in the following section.

There are many financial options available and may be researched to suit individual needs. Funding programs for specific types of entrepreneurs, such as youth, women, Newcomers to Canada and Aboriginal entrepreneurs are also listed in this guide under the "Types of Entrepreneurs" section.

### Online Government Resources

#### Aboriginal Affairs and Northern Development Canada

##### Aboriginal Financial Institutions

These "Aboriginal Capital Corporations" provide developmental loans to small and medium size organizations which are not yet ready to secure business loans from banks.

<http://www.aadnc-aandc.gc.ca/eng/1298982444826/1298982771769>

#### Business Development Bank of Canada

##### Financing

BDC offers a range of financing and venture capital options. Select ...*Solutions*, then click on "Financing" and "Subordinate Financing" <http://www.bdc.ca>

##### Growth Capital for Aboriginal Business

Growth Capital for Aboriginal Business increases access to capital for Aboriginal entrepreneurs wanting to expand an existing business or start a new one, on or off a reserve in Canada.

[http://www.bdc.ca/EN/i\\_am/aboriginal\\_entrepreneur/Pages/growth\\_capital\\_financing.aspx](http://www.bdc.ca/EN/i_am/aboriginal_entrepreneur/Pages/growth_capital_financing.aspx)

#### Canada Business Network

##### Government Grants and Financing

Government departments and agencies provide financing such as grants and contributions, subsidies and loan guarantees. Find out what government financing might be available for your business. Browse by type of financing. <http://www.canadabusiness.ca/eng/82/149/>

##### How to Get Money for Your Business

Browse through this information to determine what type of financing is best for your business and study the documents on how to make a pitch to a lender or investor.

<http://www.canadabusiness.ca/eng/82/150/>

##### Financing for Starting a Business Info-Guide

This guide outlines federal and provincial government programs available to individuals starting a business in Ontario.

<http://www.cbo-eco.ca/en/index.cfm/guides/financing-for-starting-a-business-info-guide/>

### **Sources of Private Financing**

This site explores the financial services and assistance available and helps locate members of private sector associations whose members provide debt and equity financing to businesses.

<http://www.canadabusiness.ca/eng/guide/209/>

### **Community Futures Development Corporations Ontario**

Provides business services and access to financial capital through a local investment fund to help finance new or existing small businesses with start-up, expansion or stabilization plans that help maintain or create jobs in rural and Northern Ontario. Select "*What We Do*" then *Access to Capital*.

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

### **Industry Canada**

**Canada Small Business Financing (CSBF) Program** is designed to increase the availability of loans for establishing, expanding, modernizing and improving small businesses. A small business does not apply directly to the program, but rather applies for a loan of up to \$250,000 at a financial institution (bank, credit union or *caisse populaire*).

<http://www.ic.gc.ca/eic/site/csbfp-pfpec.nsf/eng/home>

**SME Benchmarking Tool** offers industry-specific income statement and balance sheet data for small and medium sized businesses. The tool allows you to: Estimate the operating costs for your new business; view financial performance averages in your industry; and enter your own financial data to see how your business measures up to comparably sized firms.

<http://www.ic.gc.ca/eic/site/pp-pp.nsf/eng/home>

### **Ministry of Economic Development and Innovation**

#### **Market Strategy and Market Readiness Program**

The Market Readiness Program is aimed specifically at technology companies and entrepreneurs providing resources through the *Investment Accelerator Fund*, the *Business Mentorship and Entrepreneurship Program*, and the *National Angel Capital Organization*.

[http://www.mri.gov.on.ca/english/news/MarketReadiness072106\\_bd1.asp](http://www.mri.gov.on.ca/english/news/MarketReadiness072106_bd1.asp)

### **Northern Ontario Heritage Fund Corporation**

#### **Northern Ontario Entrepreneur Program**

An initiative for Northern Ontario start-up ventures that creates job opportunities.

<http://nohfc.ca/en/programs/northern-ontario-entrepreneur>

#### **Enterprise North Job Creation Program**

The Northern Ontario Heritage Fund Corporation NOHFC provides financial assistance to new and existing enterprises to help bring new jobs and economic prosperity to the North

<http://nohfc.ca/en/programs/enterprises-north-job-creation>

### **Ministry of Training, Colleges and Universities**

#### **Ontario Self-Employment Benefit**

The Ontario Self-Employment Benefit provides unemployed people who are or have recently been eligible for Employment Insurance with income and entrepreneurial support while they develop and start their business.

<http://www.tcu.gov.on.ca/eng/employees/selfEmployment.html>

### **SME Financing Data Initiative**

Industry Canada, Statistics Canada and Finance Canada are working together in an ongoing effort to gather data on SME financing. Through this Initiative, other research and analysis, a comprehensive picture of SME financing, covering the entire spectrum of financing products and services, is provided. [http://www.sme-fdi.gc.ca/eic/site/sme\\_fdi-prf\\_pme.nsf/eng/Home](http://www.sme-fdi.gc.ca/eic/site/sme_fdi-prf_pme.nsf/eng/Home)

### **Suggested Supporting Online Resources**

#### **Canadian Bankers Association**

##### **Small Business Financing**

This site contains information on small business financing that includes government programs as well as the Business Credit Availability Program.

<http://www.cba.ca/en/component/content/category/45-small-business-services>

#### **CanadaOne**

##### **Small Business Money Guide**

This guide provides information on Government funding, Canadian Taxes, Raising, Managing and Collecting Your Money and Buying & Selling a Business.

<http://www.canadaone.com/tools/money/index.html>

### **Government Resources Available at the Greater Sudbury Public Library**

Industry Canada. *Small Business Financing Profiles – Small and Medium-Sized Enterprises in Ontario*. Ottawa: IC, 2007. PDF file.

Industry Canada. *Key Small Business Statistics*. Ottawa: IC, 2012. PDF file.

### **Resources Available at the Greater Sudbury Public Library**

Ball, Heather, et al. *Money Management for Canadians All-In-One Desk Reference for Dummies*. Mississauga, ON: J. Wiley & Sons Canada, 2008. Print

Epstein, Lita. *The Complete Idiot's Guide to Accounting*. New York: Penguin, 2011. Print.

Goodman, Philip B. *Accounting Savvy for Business Owners*. Philadelphia: CPA911 Pub., 2010. Print.

Learn2succeed.com Incorporated. *Business Financing for Beginners: Where to Find Money to Grow Your Dream*. Toronto: Productive Publications, 2009. eBook.

Mohr, Angie. *Bookkeepers' Boot Camp: Get a Grip on Accounting Basics*. North Vancouver, B. C.: International Self-Counsel Press, 2010. Print.

Mohr, A. *Financing Your Business: Get a Grip on Finding the Money*. North Vancouver, B.C.: International Self-Counsel Press, 2004. Print.

Visit [www.sudburylibraries.ca](http://www.sudburylibraries.ca) for more resources

## **STEP 6: DETERMINE THE LEGAL REQUIREMENTS AND STRUCTURE OF YOUR BUSINESS**

A new business owner must decide on a form of business ownership whether it be a sole proprietorship, a partnership, a corporation, a non-profit or a cooperative. There are advantages and disadvantages to each form of organization, and new businesses must evaluate which structure best suits their needs. The form of business will determine the amount of government regulations for reporting, liability, and taxation.

The resources below define the different business arrangements legally recognized and can assist entrepreneurs in determining the legal structure and requirements of their business.

### **Online Government Resources**

#### **Canada Business Network**

##### **Choosing a Business Structure**

This site provides access to the different forms of a Business organization containing descriptions, advantages and disadvantages of each of the 4 types of businesses.

<http://www.canadabusiness.ca/eng/125/141/>

##### **Copyright and intellectual property**

Learn about intellectual property, including patents, trade-marks, copyright, industrial design and integrated circuit topographies, and how they can protect your business.

<http://www.canadabusiness.ca/eng/page/2861/>

##### **Do you need a Patent?**

Learn about the benefits of protecting your idea with a patent.

<http://www.canadabusiness.ca/eng/blog/entry/3534/>

#### **Industry Canada**

##### **Registering Patents, Trademarks, Copyrights**

The Canadian Intellectual Property Office (CIPO) is responsible for the administration and processing of the greater part of intellectual property in Canada. Its areas of activity include: Patents, Trade-marks, Copyrights, Industrial designs and Integrated circuit topographies

<http://www.cipo.ic.gc.ca/eic/site/cipointernet-internetopic.nsf/eng/home>

##### **Corporations Canada**

The Guide to Federal Incorporation provides the knowledge and tools that business owners and operators need to incorporate and operate a corporation under the federal corporate law.

[http://corporations.ic.gc.ca/eic/site/cd-dgc.nsf/eng/h\\_cs04839.html](http://corporations.ic.gc.ca/eic/site/cd-dgc.nsf/eng/h_cs04839.html)

#### **Office of the Privacy Commissioner of Canada**

The Guide for Businesses and Organizations: Your Privacy Responsibilities  
Canada's Personal Information Protection and Electronic Documents Act

[http://www.priv.gc.ca/information/guide\\_e.asp](http://www.priv.gc.ca/information/guide_e.asp)



## Suggested Supporting Online Resources

### Blakes

These guides provide an introductory summary of the legal frameworks governing businesses in Canada.

<http://blakes.com/english/publications.asp?PID=2&SID=249&level=3>

### Davies: Doing Business in Canada - Your Complete Guide

<http://www.dwpv.com/en/Resources/Publications/2012/Doing-Business-in-Canada-Your-Complete-Guide>

### SEDI (Social and Enterprise Development Innovations)

#### Litigation Proofing Your Business

5 steps to protect your Business from costly Lawsuits

<http://www.sedi.org/DataRegV2-unified/Businesstips/Litigation%20ProofingTM.PDF>

#### Risky business: Is your business adequately insured?

Ensure your business is covered against market-oriented, personal and property risks.

<http://www.sedi.org/DataRegV2-unified/Businesstips/RISKY%20BUSINESS.pdf>

## Government Resources Available at the Greater Sudbury Public Library

Canadian Intellectual Property Office. *A Guide to Copyrights*. Ottawa: Industry Canada, 2008. PDF file.

Canadian Intellectual Property Office. *A Guide to Patents*. Ottawa: Industry Canada, 2010. PDF file.

Canadian Intellectual Property Office. *A Guide to Trade-marks*. Ottawa: Industry Canada, 2008. PDF file.

## Resources Available at the Greater Sudbury Public Library

Georgas, M. Stephen. *Incorporation and Business Guide for Ontario*. North Vancouver, B.C.: Self-Counsel Press, 2000. Print.

Gray, Douglas A. *The Canadian Small Business Legal Advisor*. Toronto: McGraw-Hill Ryerson, 2001. Print.

Harris, Lesley Ellen. *Canadian Copyright Law (3<sup>rd</sup> ed.): The Indispensable Guide for Publishers, Web Professionals, Writers, Artists, Filmmakers, Teachers, Librarians, Archivists, Curators, Lawyers and Business People*. Toronto: McGraw-Hill Ryerson, 2001. Print.

Kerr, Margaret Helen. *Make it Legal: What Every Canadian Entrepreneur Needs to Know About the Law*. Toronto: J. Wiley & Sons Canada, 1998. Print.

Swais, Nishan. *The Canadian Legal Guide for Small Business*. North Vancouver, B.C.: International Self-Counsel Press, 1999. Print.

Visit [www.sudburylibraries.ca](http://www.sudburylibraries.ca) for more resources

## **STEP 7: REGISTER A BUSINESS NAME (“DOING BUSINESS AS”)**

The legal name of a business is the registered name and it is required on all government forms and applications.

A business name registration refers to a registration under the Business Names Act. It expires after 5 years and must be renewed. A business name registration should not be confused with incorporation or a business license. The tools in this section link to websites on registering a business name quickly and easily online.

### **Online Government Resources**

#### **Canada Business Network Naming Your Business**

The right name can be an effective advertising tool that can help your customers understand what your business does and the market you are targeting. The wrong name can confuse or drive away customers.

<http://www.canadabusiness.ca/eng/page/2729/>

#### **Registering Your Business**

You may need to register with several different levels of government for many different reasons. This document provides an overview of the key registration requirements that may apply to your business.

<http://www.canadabusiness.ca/eng/page/2730/>

#### **Industry Canada**

##### **Choosing a name**

When you incorporate a company under the Canada Business Corporations Act, you may choose to use a word name or have a numbered name assigned to you. An approved federal corporate name offers an extra degree of protection of your rights to that name and allows your business to operate using its corporate name right across Canada, which is important if you decide to expand your business to other provinces or territories

[http://www.ic.gc.ca/eic/site/cd-dgc.nsf/eng/h\\_cs02079.html](http://www.ic.gc.ca/eic/site/cd-dgc.nsf/eng/h_cs02079.html)

##### **Name Granting Compendium**

This site sets out the name granting policy of Corporations Canada, who is responsible for ensuring that names proposed for Canadian corporations meet the requirements of the Acts and their regulations.

[http://www.ic.gc.ca/eic/site/cd-dgc.nsf/eng/h\\_cs01407.html](http://www.ic.gc.ca/eic/site/cd-dgc.nsf/eng/h_cs01407.html)

#### **ServiceOntario: Online Business Name Search, Registration & Renewal**

Entrepreneurs can search for business names that have been registered, register or renew a business name, get a Master Business Licence and apply for additional accounts in a single online session with different government bodies such as the Ministry of Revenue for Retail Sales Tax (RST) and Employer Health Tax (EHT) and the Workplace Safety and Insurance Board (WSIB)

[https://www.appmybizaccount.gov.on.ca/wps/portal/mba\\_pub!/ut/p/c4/PY5BD4IwDIV\\_CweuG2dvQjyYqBCCEbyYjjSzcXTLNvTvOzCYpofX9-W9yrtMw\\_AmDZEsg5G9HBxoNMSvnQ1KOOsjGOFmZWgUbFn8cGVQROtoLclwwBrOSCvm3RzLU\\_H6IHVI-7Qd3LIi0kBsYUunnlhGYOd\\_Yh5sWaEvAgRUUpGaAyUv6RY1hYieWEP5v3YLvVm1b5HxM6Skjag5PY7STVNz3mfZFy8JQnA/](https://www.appmybizaccount.gov.on.ca/wps/portal/mba_pub!/ut/p/c4/PY5BD4IwDIV_CweuG2dvQjyYqBCCEbyYjjSzcXTLNvTvOzCYpofX9-W9yrtMw_AmDZEsg5G9HBxoNMSvnQ1KOOsjGOFmZWgUbFn8cGVQROtoLclwwBrOSCvm3RzLU_H6IHVI-7Qd3LIi0kBsYUunnlhGYOd_Yh5sWaEvAgRUUpGaAyUv6RY1hYieWEP5v3YLvVm1b5HxM6Skjag5PY7STVNz3mfZFy8JQnA/)

## **Suggested Supporting Online Resources**

### **About.com: Small Business Canada Choosing a Business Name**

Choosing a business name is one of the most important things you'll do during the process of starting a business. Whether you're looking for a catchy business name or wondering what rules your business name needs to follow, these articles about business names will help.

[http://sbinfocanada.about.com/od/businessname/Choosing\\_a\\_Business\\_Name.htm](http://sbinfocanada.about.com/od/businessname/Choosing_a_Business_Name.htm)

### **Named at Last**

A quick checklist to help you make sure you're on the right track with a company name or product name that you're tempted to use.

<http://www.namedatlast.com/whatsin.htm>

Articles on Better Business Names and Tag Lines

<http://www.namedatlast.com/namingarticles.htm>

### **NOLO Remove**

#### **Your Business Name**

Learn how to choose a winning name for your business and what you need to do to register that name. Find out about domain names and trademark issues (U.S. site).

<http://www.nolo.com/legal-encyclopedia/business-name>

#### **Choosing a Business Name FAQ**

Choose and register a successful business name (U.S. site).

<http://www.nolo.com/legal-encyclopedia/choosing-business-name-faq-29077.html>

## **Government Resources Available at the Greater Sudbury Public Library**

Corporations Canada. *Choosing a Name for your Federally Incorporated Company*. Ottawa: Industry Canada, 2003. PDF file.

Corporations Canada. *Guide to Federal Incorporation to Help Small Business Incorporate Federally*. Ottawa: Industry Canada, 2011. Print and PDF file.

Economic Development Branch. *Establishing a Business in Ontario*. Toronto: Queen's Printer for Ontario, 2009. Print.

Ontario. *Office Consolidation: Business Corporations Act, Related Statutes and Regulations*. Toronto: Queen's Printer for Ontario, 2002. Print.

Ontario. *Office Consolidation: Business Names Act, Related Statutes and Regulations*. Toronto: Queen's Printer for Ontario, 1999. Print.

## **Resources Available at the Greater Sudbury Public Library**

Chasser, Anne H & Jennifer C. Wolfe. *Brand Rewired? : Connecting Intellectual Property, Branding, and Creativity Strategy*. Hoboken, N. J.: John Wiley & Sons, 2010. Print.

Chiaravelle, Bill. *Branding for Dummies*. Hoboken, N.J.: Wiley, c2007. Print.

Coates, A. Mario. *Register Your Trade-Mark in Canada: A Complete Step-by-Step Guide*. North Vancouver, B.C.: International Self-Counsel Press, c1992. Print.

Rivkin, Steve. *The Making of a Name: The Inside Story of the Brands We Buy*. New York: Oxford University Press, c2004. Print.

Trout, Jack. *Differentiate or Die: Survival in Our Era of Killer Competition*. Hoboken, N. J.: John Wiley & Sons, 2008. Print.

**Visit [www.sudburylibraries.ca](http://www.sudburylibraries.ca) for more resources**

## STEP 8: REGISTER FOR PROVINCIAL AND FEDERAL TAXES

If you own and operate a business in Canada, you need to know about the goods and services tax (GST) and the harmonized sales tax (HST).

New businesses may have to collect the goods and services tax (GST) and the retail sales tax (RST) (also known as the PST) on the goods or services they offer. Most businesses are required to register for GST, though some exceptions apply to certain small businesses whose total taxable revenues before expenses are less than \$30,000 per year.

Any business that sells a product or provides a service that installs or maintains a product must charge RST/PST, but again there are exceptions. To determine if a business must charge RST/PST, contact the Ontario Ministry of Revenue at 1 866 668-8297.

Please note that a single sales tax has been proposed. Starting July 1, 2010, Ontario's Retail Sales Tax (RST) will be converted to a value-added tax structure and combined with the federal Goods and Services Tax (GST) to create a federally administered single sales tax. The single sales tax will have a combined tax rate of 13 per cent. The provincial portion would be eight per cent — the same as the general RST rate — and the federal portion would be five per cent.

The following resources link to online registration systems for taxes as well as information to assist new business owners in understanding taxation in Ontario. Entrepreneurs can register with the province through ServiceOntario to obtain a tax identification number, workers' compensation, unemployment and disability insurance. ONT-TAXS is an online service to file, pay, update and view Ontario business taxes.

### Online Government Resources

#### Canada Revenue Agency:

##### **Business Registration Online**

A one-stop, self serve application that allows new business owners to register for a Business Number as well as Corporation Income Tax, Goods and Services/Harmonized Sales Tax, Payroll Deductions and Import-Export Accounts.

<http://www.cra-arc.gc.ca/tx/bsnss/tpcs/bn-ne/bro-ide/menu-eng.html>

Aboriginal business income is generally exempt from tax if the income-earning activities of the business take place on a reserve. <http://www.cra-arc.gc.ca/brgnls/menu-eng.html>

##### **Tax Information for Business**

Learn about the different forms of taxation and find out how to keep records, submit reports and payments for GST/HST, excise taxes, income taxes, payroll deductions, and more.

<http://www.cra-arc.gc.ca/tx/bsnss/menu-eng.html>

##### **Guide for Canadian Small Businesses**

This guide uses plain language to explain the most common situations encountered by small business.

<http://www.cra-arc.gc.ca/E/pub/tg/rc4070/>

##### **Tax Events and Seminars in Ontario**

This site provides links to upcoming events and more.

<http://www.cra-arc.gc.ca/vnts/on/menu-eng.html>

**Ontario Ministry of Revenue**  
**ONT-TAXS Online**

A free online tax services for business to access their retail sales tax and employer health tax accounts. Owners can file tax returns, make tax payments, view up to four years of account history, update their business account information and request a refund for an overpayment of tax, all online. <http://www.rev.gov.on.ca/en/services/onttaxs/index.html>

**Government Resources Available at the Greater Sudbury Public Library**

Canadian Revenue Agency. *Guide for Canadian Small Business*. CRA, 2010. Print and PDF file.

Ontario. *Taxation in Ontario*. Toronto: Queen's Printer for Ontario, c2004. Print.

**Resources Available at the Greater Sudbury Public Library**

Cestnick, Tim. *101 Tax Secrets for Canadians: Smart Strategies That Can Save you Thousands!* Mississauga, Ont.: John Wiley & Sons, 2007. Print.

Henderson, Christie & Campbell Lawless. *Tax Tips for Canadian for Dummies*. Mississauga, Ont.: John Wiley & Sons Canada, 2009. Print.

Jacks, Evelyn. *Make Sure it's Deductible: Little Known Tax Tips for Your Canadian Small Business*. Toronto: McGraw-Hill Ryerson, c2002. Print.

Thompson, Stephen. *Beat the Taxman: Easy Ways to Save Tax in Your Small Business*. Toronto: John Wiley and Sons, 2007. Print.

Thompson, Stephen. *167 Tax Tips for Canadian Small Business: Beat the Taxman to Keep More Money in Your Business*. Mississauga, Ont.: John Wiley and Sons, 2010. Print.

Visit [www.sudburylibraries.ca](http://www.sudburylibraries.ca) for more resources

## STEP 9: OBTAIN BUSINESS LICENSES AND PERMITS

A new or expanding business often requires one or more federal, provincial and local license or permit to operate in Ontario.

Licenses can range from a basic operating license to industry-specific permits, and will depend on the type of business the future business owner plans to start. Regulations vary by industry, province and locality, so it is important to research what may be required for any new venture.

The resources below provide search tools and industry-specific guides to help entrepreneurs comply with the necessary business licenses and permits.

### Online Government Resources

#### Association of Municipalities of Ontario

The 444 Municipal websites have information on regulatory requirements for businesses within their jurisdictions.

<http://www.amo.on.ca/YLG/ylg/ontario.html>

#### Canada Business Network

##### Regulations for Specific Business Activities

Learn what regulations apply to key business activities, such as importing, exporting, marketing, managing employees, transporting goods, and more.

<http://www.canadabusiness.ca/eng/126/156/>

#### ServiceOntario

##### One-Source for Business

The Permits and Licences Wizard is an online, one-stop service for entrepreneurs that allows searches for permits and licenses required by business type for all levels of government – federal, provincial, and municipal. \*Note: not all municipalities currently participate in this service.

[https://www.appmybizaccount.gov.on.ca/wps/portal/mba\\_pub!/ut/p/c4/JYwxDsIwDEXP0qvYK2LjBAwMpWw\\_wUotXMdKA5U4Pa3QW97w9PjBO46PFnStDuM7T4Eipv461zVR1NZhFO9kmsmr0z9PjrQKWp5p0y\\_ak8fjZfDck\\_jhyH2f2a1LXF04luW0XYbhB6CMoWQ!/](https://www.appmybizaccount.gov.on.ca/wps/portal/mba_pub!/ut/p/c4/JYwxDsIwDEXP0qvYK2LjBAwMpWw_wUotXMdKA5U4Pa3QW97w9PjBO46PFnStDuM7T4Eipv461zVR1NZhFO9kmsmr0z9PjrQKWp5p0y_ak8fjZfDck_jhyH2f2a1LXF04luW0XYbhB6CMoWQ!/)

### Resources Available at the Greater Sudbury Public Library

Sanderson, Stephen L.P., ed. *Standard Legal Forms and Agreements for Canadian Business*. North Vancouver, B.C.: International Self-Counsel Press, 2005. Print.

Wilson, Tony. *Buying a Franchise in Canada: Understanding and Negotiating Your Franchise Agreement*. North Vancouver, B.C.: Self-Counsel Press, 2005. Print.

Visit [www.sudburylibraries.ca](http://www.sudburylibraries.ca) for more resources

## STEP 10: EMPLOYER RESPONSIBILITIES

As a new employer you will have certain statutory obligations. This means that you are required by law to do certain things and behave towards your employees in certain ways. There are regulatory requirements that apply when hiring and firing employees.

Employers should be familiar with the Workplace Safety and Insurance Act, the Occupational Health and Safety Act, and the Ontario Employment Standards Act. Other considerations are Accessibility Standards, making deductions on behalf of employees for the Canada Pension Plan, Employment Insurance and Taxes and filing T4 slips.

Resources in this section cover topics related to the regulatory responsibilities of employers, as well as some general information on employee management.

### Online Government Resources

#### Canada Business Network:

##### Hiring Employees

Resources to help find the right person, manage the payroll, keep staff motivated and more.

<http://www.canadabusiness.ca/eng/85/179/>

#### Ministry of Education: Employment Ontario

##### Hiring Employees

Find and hire qualified people through the Employment Service. Hire employees, students and apprentices for your business.

<http://www.tcu.gov.on.ca/eng/employmentontario/employers/index.html>

#### Ontario Human Rights Commission: Employment Rights and Responsibilities; Human Rights Code in Ontario

Explains the rights of employees.

<http://www.ohrc.on.ca/en/issues/employment>

#### Service Canada:

##### Responsibilities Related to Employee Social Insurance Numbers

Information on how to confirm a Social Insurance Number of an employee.

<http://www.servicecanada.gc.ca/eng/sin/employers/responsibilities.shtml>

### Government Downloads Available Online

ServiceOntario: "Compliance Manual for Small Businesses and Organizations: Accessibility Standards for Customer Service." 2009. Available to download:

[http://tapa.ca/files/Com\\_Guide\\_SmallBiz\\_.pdf](http://tapa.ca/files/Com_Guide_SmallBiz_.pdf)

Ministry of Labour: "Workplace Safety and Insurance Act 1997 and Regulations" 2012. Available to download: [http://www.e-laws.gov.on.ca/html/statutes/english/elaws\\_statutes\\_97w16\\_e.htm](http://www.e-laws.gov.on.ca/html/statutes/english/elaws_statutes_97w16_e.htm)

Ministry of Labour: "Occupational Health and Safety Act." 2012. Available to download:

[http://www.labour.gov.on.ca/english/hs/pdf/ohsa\\_guide.pdf](http://www.labour.gov.on.ca/english/hs/pdf/ohsa_guide.pdf)



## **Resources Available at the Greater Sudbury Public Library**

*Anti-Harassment Policies for the Workplace: An Employer's Guide.* Ottawa: Canadian Human Rights Commission, 2006. Print.

Grensing-Pophal, Lin. *Employee Management for Small Business.* North Vancouver, B.C.: Self-Counsel Press, 2005. Print.

Murphy, Mark A. *Hiring for Attitude: A Revolutionary Approach to Recruiting Star Performers with Both Tremendous Skills and Superb Attitude.* Toronto: McGraw-Hill, 2012. Print.

Ontario. *Workplace Violence and Harassment: Understanding the Law.* Occupational Health and Safety Branch, Ministry of Labour, 2010. PDF file.

Ontario. *Developing Workplace Violence and Harassment Policies and Programs: What Employers Need to Know.* Occupational Health and Safety Council of Ontario, 2010. PDF file.

**Visit [www.sudburylibraries.ca](http://www.sudburylibraries.ca) for more resources**

## **THE BUSINESS LAUNCH STAGE**

By now, all of the necessary preparation has been completed for the new business. The name of the business has been registered; the company has been incorporated (optional); the Business Plan has been written; funding has been secured (if necessary); facilities have been secured and leasehold improvements made (if required); equipment has been purchased or leased; suppliers have been identified; opening inventory is on site; and employees have been hired and trained; marketing plans have been developed and are ready to be implemented..

The business owner is ready to open their door. This is now a business.

This next stage is all about strengthening business operations through effective marketing strategies, making use of the Internet and technology and networking to grow and strengthen the business.

## **STEP 11: MARKET AND SELL**

A directed marketing strategy contributes to the successful launch of a new business by effectively targeting potential customers/clients. While this can have a creative component, it is important to remember that any marketing activities or promotion must comply with standards set by Industry Canada.

Consult this section for tips on creating a marketing approach for a new business and on how to developing marketing plans.

Depending upon your market niche and your marketing objectives, a website can be a major part of your marketing initiatives.

## **Online Government Resources**

### **Atlantic Canada Opportunities Agency**

#### **Planning for Success – Your Guide to Preparing a Marketing Plan**

An easy to understand template covering all the necessary components of a marketing plan.

[http://www.acoa-apeca.gc.ca/English/publications/FactSheetsAndBrochures/Pages/How\\_to\\_prepare\\_a\\_marketing\\_Plan.aspx](http://www.acoa-apeca.gc.ca/English/publications/FactSheetsAndBrochures/Pages/How_to_prepare_a_marketing_Plan.aspx)

### **Business Development Bank of Canada**

#### **Low Cost Marketing Know How**

Advertising does not have to cost a fortune! Consider these inexpensive, and sometimes free, ways to promote your product, service or business.

[http://www.bdc.ca/EN/advice\\_centre/articles/Pages/marketing\\_low\\_cost.aspx](http://www.bdc.ca/EN/advice_centre/articles/Pages/marketing_low_cost.aspx)

### **Canada Business Network**

#### **Marketing and Sales**

Help with [Marketing basics](#), [promoting and advertising a business](#), [Sales and customer relationship management](#), [selling to governments](#) and [marketing regulations and standards](#).

<http://www.canadabusiness.ca/eng/89/>

### **Is Your Elevator Pitch Ready?**

Sometimes you only have a few seconds, for example, the length of an elevator ride- to make a good impression. Can you summarize your business and its value to a potential customer confidently and quickly? If not, you need to work on your elevator pitch. Find the steps to get the attention of prospective business connections. <http://www.canadabusiness.ca/eng/blog/entry/3737/sgc-35/>

### **Harness the marketing power of social influencers**

Social influence marketing focuses on appealing to the individuals who influence the buying habits of others. Getting social influencers to recommend your products or services can help you build credibility and increase sales.

<http://www.canadabusiness.ca/eng/blog/entry/3754/sgc-35/>

### **3 Tips for a Successful Business Blog**

If you're looking for an inexpensive and effective way to promote your business, you may want to consider the benefits of blogging.

<http://www.canadabusiness.ca/eng/blog/entry/3993/sgc-35/>

## **Suggested Supporting Online Resources**

### **CanadaOne**

Ways to Collect your money and get paid

[http://www.canadaone.com/tools/money/index.html#collecting\\_money](http://www.canadaone.com/tools/money/index.html#collecting_money)

### **Entrepreneur.com**

#### **Online Marketing**

<http://www.entrepreneur.com/marketing/onlinemarketing/index.html>

#### **7 Steps to the Perfect Marketing Plan**

This site helps you think about who you are, who needs what you do and how to get their

attention. <http://www.entrepreneur.com/magazine/entrepreneur/2009/march/200176.html>

#### **Sales How-to Guides**

Dynamic Sales letters, successful Sales Calls and much more

<http://www.entrepreneur.com/sales/howtoguides/index.html>

#### **Advertising**

<http://www.entrepreneur.com/advertising/index.html>

### **Inc.**

#### **Branding**

Branding topics include Building a Brand, Managing Multiple Brands, Naming a Business and the History of Great Brands

<http://www.inc.com/branding>

#### **Sales and Marketing**

This site covers Networking, Sales Hiring, Management and Training, Lead Generation, Forecasting, Cold Calling, Negotiating, Contracts, Commissions and Quotas, Direct Marketing, Event Marketing, Public Relations, Guerrilla Marketing, Relationship Marketing, Telemarketing and Viral Marketing <http://www.inc.com/sales-and-marketing/>

## **MaRS**

### **Tool Kit for Entrepreneurs**

Explore topics such as Preparing for a Sales Call, Booking a Sales Call, Sales Metrics, Sales 101: the Role of Selling in a Start-Up, Conducting a Sales Call, Building an Early-Stage B2B Sales Forecast, Marketing and Sales Roles and others.

<http://www.marsdd.com/entrepreneurs-toolkit/resources?src=resources-sales>

## **SOHO: Small Office/Home Office**

### **Web, Email Marketing & Social Media**

Under *Articles* find information on online marketing

<http://www.soho.ca/resources/articles.htm#marketing>

## **SEDI (Social and Enterprise Development Innovations)**

### **Getting Paid: Why work for free**

Learn five simple steps to getting paid that will make your company more profitable.

<http://www.sedi.org/DataRegV2-unified/Businesstips/Getting%20Paid%20Why%20work%20for%20free.pdf>

### **Overcoming Rejection in Sales**

Getting past your fears and change the situation.

<http://www.sedi.org/DataRegV2-unified/Businesstips/Overcoming%20Rejection%20in%20Sales.pdf>

### **Write a winning proposal**

Explore the process and aspects of a proposal to win business/contracts.

<http://www.sedi.org/DataRegV2-unified/Businesstips/winningProposal001.pdf>

## **Resources Available at the Greater Sudbury Public Library**

Brennan, Bridget. *Why She Buys: The New Strategy for Reaching the World's Most Powerful Consumers*. New York: Crown Business, 2011. Print.

Griffiths, Andrew. *The Big Book of Small Business: The #1 Guide to Growing, Prospering and Succeeding Today*. Crows Nest, NSW: Allen & Unwin, 2011. Print.

Jacoby, Susan. *Never Say Die: The Myth and Marketing of the New Old Age*. New York: Panteon Books, 2011. Print.

Kaputa, Catherine. *You Are a Brand: How Smart People Brand Themselves for Business Success*. Boston: Nicholas Brealey Pub., 2010. Print.

Zarella, Dan. *The Social Media Marketing Book*. Sebastapol, Calif.: O'Reilly Media, 2010. Print.

Visit [www.sudburylibraries.ca](http://www.sudburylibraries.ca) for more resources

## STEP 12: USE TECHNOLOGY

Using technology can help a small business market their business and reach a broader marketplace in a cost effective manner. The Internet can be a great tool to enhance business communications, advertise, or buy and sell.

Tips on designing a website, analyzing the site's navigation, starting an e-business, web-marketing and making the most of cost-effective technologies such as email, LAN (local area networks) and software for small business can be found below.

Doing business online, or e-business, is about using Internet technologies to provide superior customer service, streamline business processes, increase sales, and reduce costs.

### Online Government Resources

#### Canada Business Network

##### **E-Business: Doing Business Online**

This site provides links to programs and resources to help do business over the Internet. Find information on the uses for e-business, developing your website, online sales, e-business security, privacy and online legal requirements as well as online marketing.

<http://www.canadabusiness.ca/eng/145/148/>

##### **9 Dos and Don'ts for Social Media**

Social media has become a vital business tool that entrepreneurs can no longer ignore. It can help propel a business to a new level of success, increase sales and attract new customers. Find some best practices to help ensure your business makes the most of social media.

<http://www.canadabusiness.ca/eng/blog/entry/3971/sgc-35/>

##### **Fighting spam: Protect your business and your customers**

If you use the Internet, mobile devices or social media as part of your business marketing strategy, you should be aware of the federal government's new anti-spam law.

<http://www.canadabusiness.ca/eng/blog/entry/3875/sgc-35/>

##### **Internet Search Tools**

Ensure that your customers find your website. Understanding the tools that are used to search for and find websites can help you use them to their full potential.

<http://www.canadabusiness.ca/eng/page/2630/>

#### Canada Revenue Agency

##### **E-commerce: Conducting business on the Internet**

Tax information for sole proprietorships, partnerships and corporations doing business over the Internet. <http://www.cra-arc.gc.ca/tx/bsnss/tpcs/cmm/menu-eng.html>

#### Industry Canada

##### **E-business Tools**

Diagnostic and benchmarking tools, relevant databases and a wealth of other resources to help small and medium-sized enterprises (SMEs) with decision making.

<http://www.ic.gc.ca/eic/site/ecic-ceac.nsf/eng/gv00578.html>

## Suggested Supporting Online Resources

### Entrepreneur.com

#### Technology

Find information on news and trends, products and technology to support your business.

<http://www.entrepreneur.com/technology/index.html>

#### Exploring E-commerce

What it takes to go online.

<http://www.entrepreneur.com/article/81238>

#### Using social media in your business

<http://www.entrepreneur.com/socialmedia/index.html>

### Inc.: Managing Technology

Learn about online business, hardware, telecom and wireless, business software, and computer security <http://www.inc.com/managing-technology>

#### Social Media

<http://www.inc.com/social-media>

### CanadaOne

#### Using Social Media for Business

[http://www.canadaone.com/ezine/april\\_10/promote\\_your\\_business\\_on\\_facebook.html](http://www.canadaone.com/ezine/april_10/promote_your_business_on_facebook.html)

### SEDI (Social and Enterprise Development Innovations)

#### What is this e-Commerce?

Learn about the Internet method of selling your product or service.

<http://www.sedi.org/DataReqV2-unified/Businesstips/What%20About%20This%20Ecommerce.pdf>

## Government Downloads Available Online

Industry Canada: "[Publication 54366E – A Business Case Framework for Small Firms Transitioning to E-Business.](#)" Available to download: <http://dsp-psd.pwgsc.gc.ca/Collection/Iu188-20-2001E.pdf>

ServiceOntario: "[How you can profit from E-business: An Introductory Toolkit.](#)" Available to download: [http://www.ontariocanada.com/ontcan/1medt/smallbiz/sb\\_downloads/ebiz\\_Toolkit\\_en.pdf](http://www.ontariocanada.com/ontcan/1medt/smallbiz/sb_downloads/ebiz_Toolkit_en.pdf)

## Government Resources Available at the Greater Sudbury Public Library

Ontario. *How You Can Profit from E-Business: An Introductory Toolkit*. Ministry of Small Business and Entrepreneurship, 2010. Print.

## Resources Available at the Greater Sudbury Public Library

Galloway, Paul. *The Little Black Book of Online Business: 1001 Insider Resources Every Business Owner Needs*. Hoboken, N.J.: Wiley, 2009. Print.

Learn2succeed.com Incorporated. *Steps to Opening a Successful Web Store: The Basics of How to Set-up in Cyberspace*. Toronto: Productive Publications, 2009. eBook.

Malinak, Jason. *Etsy-preneurship: Everything You Need to Know to Turn Your Handmade Hobby into a Thriving Business*. Hoboken, N. J.: John Wiley, 2013. Print.

Penenberg, Adam L. *Viral Loop: From Facebook to Twitter, How Today's Smartest Businesses Grow Themselves*. New York: Hyperion, 2009. Print.

Schaefer, Mark W. *The Tao of Twitter: Changing Your Life and Business 140 Characters at a Time*. Toronto: McGraw-Hill, 2012. Print.

Sweeney, Susan. *101 Internet Businesses You Can Start From Home: How to Choose And Build Your Own Successful E-Business*. Gulf Breeze, Florida: Maximum Press, 2007. Print.

**Visit [www.sudburylibraries.ca](http://www.sudburylibraries.ca) for more resources**

## STEP 13: NETWORKING

Networking with other small business owners, business associations and organizations can provide ongoing support for business operations or expansion and keep entrepreneurs informed of industry trends and future opportunities.

Small business networking is a process of establishing a mutually beneficial relationship with other business people and potential customers. It is a vital component of a prosperous solo business.

This section contains links to business associations, small business magazines, and also provides tips for effective networking that can create business referrals.

### Online Government Resources

#### Canada Business Network

##### Market your business to new heights - Join an Association

Associations that you wish to join will develop, nurture and promote your business. They also provide knowledge, networking and business development opportunities.

<http://www.canadabusiness.ca/eng/blog/entry/3567/sgc-35/>

#### Canada Business Ontario

##### Business Locations

Find a CBO centre by searching postal codes, cities, or maps.

<http://www.cbo-eco.ca/en/locations.cfm>

#### Foreign Affairs and International Trade Canada

##### Business Women in Trade

Access support networks and multiple resources geared to help Canadian business women prepare and succeed in the competitive export marketplace.

<http://www.international.gc.ca/businesswomen-femmesdaffaires/index.aspx>

#### Industry Canada

##### Find Business Advisors

Links to comprehensive directories of Canadian companies or organizations (associations, Business and Economic Development Offices, Accredited Professionals and Business Consultants) that support small business and provide advice on any subject related to business management.

[http://www.ic.gc.ca/eic/site/ccc\\_bt-rec\\_ec.nsf/eng/h\\_00007.html](http://www.ic.gc.ca/eic/site/ccc_bt-rec_ec.nsf/eng/h_00007.html)

### Suggested Supporting Online Resources

#### Canadian Association of Family Enterprise/CAFÉ

A non-profit organization dedicated to families in business founded on the premise that family businesses share unique experiences not necessarily found in non-family businesses.

<http://www.cafecanada.ca/>

#### Canadian Council for Aboriginal Business

A non-profit organization that offers resources and programs to foster positive business relations and creates economic opportunities for Aboriginal businesses and communities.

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



### **Canadian Federation of Independent Business**

Find hard facts, survey and research results and daily news about small business. Some parts of the site are open to the members of the Federation only.

<http://www.cfib.ca/en/>

### **Canadians Talk Business**

A moderated email discussion where business owners can discuss general business issues related to running a business in Canada. <http://www.canadaone.com/promote/ctb.html>

### **Entrepreneur.com**

#### **What is Business Networking Anyway?**

This site looks at leveraging business and personal connections to bring a regular supply of new business. <http://www.entrepreneur.com/marketing/networking/article196758.html>

#### **Alternative Places to Network**

<http://www.entrepreneur.com/marketing/marketingideas/article198452.html>

### **CanadaOne**

#### **Network to Grow Your Business**

A link to how networking can grow your business.

[http://www.canadaone.com/ezone/mar10/network\\_business.html](http://www.canadaone.com/ezone/mar10/network_business.html)

### **Flying Solo**

A link to a host of articles on networking groups, strategies and networking tips.

<http://www.flyingsolo.com.au/marketing/business-networking/effective-networking>

**Inc.** <http://www.inc.com/networking>

### **SOHO: Small Office/Home Office**

An association for home-based, small and medium-sized businesses which provides tips, business articles and a newsletter. <http://www.soho.ca/>

### **The Business and Professional Women's Club of Ontario**

The Business and Professional Women's Club of Ontario is a private organization that works towards improving economic and employment conditions for women.

<http://www.bpwontario.org/>

### **Women Entrepreneurs of Canada**

An organization that connects the media, government, corporations and women entrepreneurs by bringing them together and increasing the success rate of women entrepreneurs.

<http://sbinfocanada.about.com/cs/womeninbusiness/a/womenissues1.htm>

### **SEDI**

#### **Networking.... Is it worth it?**

<http://www.sedi.org/DataRegV2-unified/Businesstips/Networking.pdf>

#### **Marketing and Networking Tips**

<http://www.sedi.org/DataRegV2-unified/Businesstips/Marketing%20and%20Networking%20Tips.pdf>

## **Resources Available at the Greater Sudbury Public Library**

Belicove, Mikal E. & Joe Kraynak. *The Complete Idiot's Guide to Facebook*. London: Turnaround, 2011. eBook.

Hoffman, Reid & Ben Casnocha. *The Start-up of You: Adapt to the Future, Invest in Yourself, and Transform Your Career*. New York: Crown Business, 2012. Print.

Lindsell-Roberts, Sheryl. *New Rules for Today's Workplace*. Boston: Houghton Mifflin Harcourt, 2011. Print.

Pierson, Orville. *Highly Effective Networking: Meet the Right People and Get a Great Job*. Franklin Lakes, N.J.: Career Press, 2009. Print.

Wier, Meghan. *Confessions of an Introvert: The Shy Girl's Guide to Career, Networking and Getting the Most out of Life*. Naperville, Ill.: Sphinx Pub., 2009. Print.

**Visit [www.sudburylibraries.ca](http://www.sudburylibraries.ca) for more resources**

## **TYPES OF ENTREPRENEURS**

Additional resources, financing programs, networks and guides may be available for specific types of entrepreneurs. The following section provides an overview of services and programs available for Aboriginal Businesses, Newcomers to Canada, Women, and Youth Entrepreneurs.

## **ABORIGINAL BUSINESSES**

### **Aboriginal Affairs and Northern Development Canada**

**Aboriginal Business Canada** provides majority-owned Aboriginal enterprises with financial assistance, business information and resource materials and referrals to other sources of financing or business support.

<http://www.aadnc-aandc.gc.ca/eng/1100100033198/1100100033199>

### **Aboriginal Business Canada and You.**

<http://www.aadnc-aandc.gc.ca/eng/1100100033404/1100100033406>

### **Aboriginal Financial Institutions**

These "Aboriginal Capital Corporations" concentrate on providing developmental loans to small and medium size organizations which are not yet ready to secure business loans from banks.

[http://www.ainc-inac.gc.ca/ecd/ab/abc/brf/h\\_ab00155-eng.asp](http://www.ainc-inac.gc.ca/ecd/ab/abc/brf/h_ab00155-eng.asp)

### **Business Development Bank of Canada**

Search the *Growth Capital for Aboriginal Business* and the *E-Spirit National Aboriginal Youth Business Plan Competition* for information on access to capital for Aboriginal entrepreneurs wanting to expand an existing business or start a new one, on or off a reserve in Canada. In the "I am..." header select "Aboriginal Entrepreneur" for more information.

[http://www.bdc.ca/EN/i\\_am/aboriginal\\_entrepreneur/Pages/growth\\_capital\\_financing.aspx](http://www.bdc.ca/EN/i_am/aboriginal_entrepreneur/Pages/growth_capital_financing.aspx)

### **E-Spirit National Aboriginal Youth Business Plan Competition**

An Internet-based national Aboriginal Youth Business Plan Competition with online modules, mentoring and business plan template for Aboriginal youth in Grades 10-12.

[http://www.bdc.ca/EN/i\\_am/aboriginal\\_entrepreneur/bdc\\_initiatives/Pages/bdc\\_initiative\\_espirit.aspx](http://www.bdc.ca/EN/i_am/aboriginal_entrepreneur/bdc_initiatives/Pages/bdc_initiative_espirit.aspx)

### **Canadian Council for Aboriginal Business**

A non-profit organization that offers resources and programs to foster positive business relations and create economic opportunities for Aboriginal businesses and communities.

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

### **Kagita Mikam**

Central/Eastern Ontario: Serving the area west from Oshawa to Ottawa. Programs focus on employment and training available to eligible aboriginals, including self-employment programs and starting a business.

[http://kagitamikam.org/content/index.php?option=com\\_content&task=view&id=28&Itemid=42](http://kagitamikam.org/content/index.php?option=com_content&task=view&id=28&Itemid=42)

### **Nishnawbe Aski Development Fund**

Northern Ontario: Free workshops are available to the new entrepreneur. It provides business and financial support to individuals of Nishnawbe Aski Nation. Services to young entrepreneurs also provided. <http://www.nadf.org/>

### **Southern First Nations Secretariat**

Southwestern Ontario: Services to aboriginal entrepreneurs include economic development, counselling, a Resource Centre and business promotion. <http://www.sfns.on.ca/index.html>

### **Waubetek Business Development Corporation**

Northern Ontario/Simcoe County: Small business assistance, including financing and counselling services for 27 First Nation communities and other aboriginal entrepreneurs off-reserve in North Eastern Ontario. Select the "Services" tab.  
<http://www.waubetek.com/default.aspx>

### **Welcome to Wakenagun CFDC**

The Wakenagun Community Futures Development Corporation in the Cochrane/Kenora Districts provides support and financial assistance to developing small businesses and assists communities with economic analysis and strategic economic planning.<http://www.wakenagun.ca/>

### **Aspinemowin Youth Entrepreneurship Partnerships Program**

AYEPP host a series of weeklong workshops in each community that delve into the core fundamentals of business planning, financial understanding of running a business, promotion and marketing. <http://www.wakenagun.ca/frame01.html>

## **ENTREPRENEURS WITH DISABILITIES**

### **Human Resources and Social Development Canada**

#### **Opportunities Fund for Persons with Disabilities**

The fund provides financial assistance and supports to enable people with disabilities to prepare for, secure, and maintain employment or self-employment. The site gives information about the program itself, eligibility criteria, the application process, and sponsorship details.  
[http://www.hrsdc.gc.ca/eng/disability\\_issues/funding\\_programs/opportunities\\_fund/index.shtml](http://www.hrsdc.gc.ca/eng/disability_issues/funding_programs/opportunities_fund/index.shtml)

#### **Persons with Disabilities Online: Start Your Own Business**

Persons with Disabilities Online highlights resources available to entrepreneurs with disabilities, including a benefits finder, the Opportunities Fund for Persons with Disabilities, the Self Employment Benefit and WorkinfoNet Ontario.  
[http://www.pwd-online.gc.ca/pwdl.3st@.jsp?cat=4\\_56&lang=eng&geo=6](http://www.pwd-online.gc.ca/pwdl.3st@.jsp?cat=4_56&lang=eng&geo=6)

### **Entrepreneurs with Disabilities Network**

A non-profit organization that provides entrepreneurs with disabilities services in creating a successful business venture, from the idea generation phase to support for businesses that are up and running. <http://www.ednns.ca/>

### **Entrepreneurs with Disabilities**

<http://entrepreneurswithdisabilities.org/resources/funding/persons-with-disabilities-and-entrepreneurship/>

### **Self-Employment for Individuals with Disabilities**

This online seminar introduces some of the critical factors in considering business feasibility, developing financial resources, basic business plan development, and the identification and access to community small business resources.  
<http://www.t-tap.org/training/onlineseminars/griffin/griffin.htm>

## **SEDI**

### **Exploring Self-Employment Opportunities for People with Disabilities**

SEDI offers innovative materials developed especially for people with disabilities who are considering self-employment in Ontario.

<http://www.sedi.org/html/individuals/PeopleWithDisabilities.asp>

## **NEWCOMERS TO CANADA**

### **Business Immigration Program**

Information for individuals interested in moving to Canada to start a business

<http://www.canadabusiness.ca/eng/summary/1959/>

### **CYBF Canadian Newcomer Entrepreneur Program**

This is for new immigrants to Canada between 18 and 34 years, with dreams of being their own boss. CYBF offers business start-up loans of up to \$15,000 to young immigrants who live in the Greater Toronto Area in Ontario (may be offered in other areas in the future).

<http://www.canadabusiness.ca/eng/summary/1215/>

### **Davies: Doing Business in Canada - Your Complete Guide**

<http://www.dwpv.com/en/Resources/Publications/2012/Doing-Business-in-Canada-Your-Complete-Guide>

## **Settlement.org**

### **Starting a Business/ Self-employment**

Newcomers to Ontario have a history of starting new businesses and contributing to the local economy. There are services available to you as a business immigrant. Select "Start a Business" in Step 1 <http://www.settlement.org/topics.asp?section=EM> and the benefits of self-employment [http://www.settlement.org/sys/faqs\\_detail.asp?k=BUS\\_OPT&faq\\_id=4001201](http://www.settlement.org/sys/faqs_detail.asp?k=BUS_OPT&faq_id=4001201)

## **WOMEN ENTREPRENEURS**

### **Foreign Affairs and International Trade: Business Women in Trade**

This offers a wealth of information specific to women exporters, support networks and multiple resources geared to help business women prepare and succeed in the competitive export marketplace. <http://www.tradecommissioner.gc.ca/eng/businesswomen/home.jsp>

### **Home-Based Working Moms**

An association and online community for parents who work at home and those who would like to. It provides a variety of opportunities and resources to help moms network, learn and grow in their role as a home-based working mom. <http://www.hbwm.com/>

### **PARO Centre for Women's Enterprise**

The Centres provides programs and services to women across Northern Ontario who want to start a business, grow a business or build new networks across the region.

<http://www.paro.ca/index.php?pid=9>

### **The Business and Professional Women's Club of Ontario**

The Business and Professional Women's Club is a private organization that works towards improving economic and employment conditions for women <http://www.bpwontario.org/>

## **Women Entrepreneurs of Canada**

This is an organization that connects the media, government, corporations and women entrepreneurs to increase the success rate of women entrepreneurs.

<http://sbinfocanada.about.com/cs/womeninbusiness/a/womenissues1.htm>

## **YOUTH AND STUDENT ENTREPRENEURS**

### **ACE: Advancing Canadian Entrepreneurship**

The Program focuses on full-time post-secondary student entrepreneurs. It strives to enrich participant's lives through recognition, networking and providing a unique learning experience. <http://www.acecanada.ca/bin/faculty/programOverview.cfm>

### **Canadian Youth Business Foundation (CYBF)**

#### **Start-up Program**

This organization provides loans and mentoring to young entrepreneurs (18 to 34). On top of coaching and resources to help create a business plan, CYBF also provides mentorship, financing and post-launch services to position a business for long-term success.

[http://www.cybf.ca/cybf\\_programs/start-up/](http://www.cybf.ca/cybf_programs/start-up/)

#### **Newcomer Program**

This Program provides start-up coaching, financing, mentoring and business resources as well as specialized support to help better understand Canadian business customs and overcome language and cultural challenges. [http://www.cybf.ca/cybf\\_programs/newcomer/](http://www.cybf.ca/cybf_programs/newcomer/)

### **E-Spirit National Aboriginal Youth Business Plan Competition**

An Internet-based national Aboriginal Youth Business Plan Competition with online modules, mentoring and business plan template for Aboriginal youth in Grades 10-12.

[http://www.bdc.ca/EN/i\\_am/aboriginal\\_entrepreneur/bdc\\_initiatives/Pages/bdc\\_initiative\\_espirit.aspx](http://www.bdc.ca/EN/i_am/aboriginal_entrepreneur/bdc_initiatives/Pages/bdc_initiative_espirit.aspx)

### **Aspinemowin Youth Entrepreneurship Partnerships Program**

AYEPP host a series of weeklong workshops in each community that delve into the core fundamentals of business planning, financial understanding of running a business, promotion and marketing. <http://www.wakenagun.ca/frame01.html>

### **Ministry of Economic Development and Innovation: Summer Company**

An opportunity for students 15-29 to start and run a summer business with hands-on business coaching/mentoring from local business leaders. There's up to \$1,500 to put toward start-up costs and up to \$1,500 upon successful completion of the program.

[http://www.ontariocanada.com/ontcan/1medt/smallbiz/en/sb\\_ye\\_summerco\\_en.jsp](http://www.ontariocanada.com/ontcan/1medt/smallbiz/en/sb_ye_summerco_en.jsp)

### **SEDI**

SEDI offers a youth series with workshops and lessons on finance management. "Generation E" workshop helps determine if entrepreneurship is the route you want to take!

<http://www.sedi.org/html/individuals/youth.asp>

### **Northern Ontario Heritage Fund Corp: Northern Ontario Young Entrepreneur Program**

Northern Ontario residents 18-29 years have the opportunity to develop business skills, apply for financial assistance and start their business in the North.

<http://nohfc.ca/en/programs/northern-ontario-young-entrepreneur>

## SECTION TWO: FEDERAL, PROVINCIAL, MUNICIPAL AND COMMUNITY BUSINESS CENTRES

### **SERVICEONTARIO CENTRES: SERVICES TO BUSINESS**

<https://www.services.gov.on.ca/locations/start.do>

Located in communities across Ontario, ServiceOntario Centres are making it easier for businesses to access government information and services in person. Use the [Service Location Finder](#) to locate the ServiceOntario Centres that are open 8:30 a.m. - 5:00 p.m. with exceptions at some locations.

### **CANADA BUSINESS ONTARIO**

<http://www.cbo-eco.ca/en/locations.cfm>

#### **Regional Access Program Locations**

The CanadaBusinessOntario (CBO) works in partnership with the business organization(s) listed on their site to improve access to business information.

### **SMALL BUSINESS ENTERPRISE CENTRES/ BUSINESS ADVISORY CENTRES**

[http://www.ontariocanada.com/ontcan/1medt/smallbiz/en/sb\\_sbec\\_locations\\_list\\_en.jsp](http://www.ontariocanada.com/ontcan/1medt/smallbiz/en/sb_sbec_locations_list_en.jsp)

Small Business Enterprise Centres focus on providing support to start-up and small enterprises during their initial years of development and operation. Entrepreneurs are provided with easy access to business consulting services and information covering management, marketing, technology and financing.

### **BUSINESS DEVELOPMENT BANK OF CANADA: ONTARIO**

<http://www.bdc.ca/EN/business-centres/ontario/Pages/default.aspx>

BDC services are made available through a broad network of more than 100 offices stretching coast to coast. To maximize the Bank's reach, smaller and more remote communities are served through satellite branches, travelling account managers and consultants. 1-877-BDC-BANX (232-2269)

## SECTION THREE: GOVERNMENT CALL CENTRES

### ServiceOntario BUSINESS INFO LINE

#### Contact One-Source

Get the help you need to start, run or grow your business. We'll put you in touch with information about business registration, applicable taxes, government business resources, hiring and training new staff, determining what licences and permits you need, publications that are available and answers to your other business enquiries.

Toll free: **1-888-745-8888**

Local: 416-212-8888

TTY: 416-325-3408 or Toll-free TTY 1-800-268-7095

### ServiceOntario Call Centre

The Call Centre responds to bilingual inquiries on Ontario government programs and services and provides referrals to municipal and federal Government and non-governmental services. The Centre is a first point of contact and provides information for these ministries:

Aboriginal Affairs  
Attorney General  
Citizenship and Immigration  
Community Safety and Correctional Services  
Economic Development and Innovation  
Energy  
Finance  
Government Services  
Infrastructure  
Labour  
Natural Resources  
Seniors' Secretariat  
Training, Colleges and Universities  
Women's Directorate

Agriculture, Food and Rural Affairs  
Children and Youth Services  
Community and Social Services  
Consumer Services  
Education  
Environment  
Francophone Affairs  
Health and Long-Term Care  
Intergovernmental Affairs  
Municipal Affairs and Housing  
Northern Development and Mines  
Tourism, Culture and Sport  
Transportation

Most Ontario Government Call Centres are open from 8:30 a.m. to 5 p.m., Monday to Friday, excluding government and statutory holidays.

Toll-free: **1-800-267-8097**

Toronto: 416-326-1234

Toll-free TTY: 1-800-268-7095

TTY Toronto: 416-325-3408

### Service Ontario Publications

Toll-free: 1-800-668-9938 or  
1-888-463-6461

TTY Toronto: 416-326-5300

### Canada Business Service Centre

Toll-free: 1-888-576-4444 or  
1-800-567-2345

Toll-free TTY: 1-800-457-8466

Speak to a Business Information Officer for the best sources of information or refer you to programs and services relevant to your business situation. Some Centres have optional recorded answers to frequently asked questions to speed up service. (NOTE: service is available Monday to Friday 8:30 a.m. to 6 p.m.)



**Consumer Protection Branch**

Toronto: 416-326-8800

Toll-free TTY: 1-800-889-9768

**Customs (Canada Border Services Agency) Border Information Service**

Toll-free: 1-800-461-9999

**Customs (United States)**

Mississauga: 905-676-2606

**Employment Ontario Hotline**

Toll-free: 1-800-387-5656

Toll-free TTY: 1-866-768-1157

**Post jobs at Employment Ontario**

Toll-free: 1-866-789-1297

**Employment Insurance/Social Insurance Numbers**

Toll-free: 1-800-206-7218

Toll-free TTY: 1-866-678-2785

**Employment Standards**

Toll free- 1-800-531-5551

Toll free TTY: 1-866-567-8893

**Federal Government Information Service\***

Toll-free: 1-800-O-Canada (1 800 622-6232) \*avail Mon- Fri 8 a.m. to 8 p.m.

**Foreign Affairs and International Trade Canada**

Toll-free: 1-800-267-8376

Ottawa Local: 613-944-4000

TTY Ottawa: 613-944-9136

**Income Tax Inquiries (Federal)**

Toll-free: 1-800-959-8281

TTY: 1 800-665-0354

**Municipal Property Assessment Corporation (MPAC)**

Toll-free: 1-866-296-6722

Toll-free TTY: 1 877-889-6722

**Ontario Women's Directorate**

416-314-0300

Toll Free: 1 866-510-5902

In Toronto TTY: (416) 314-0258

**ONT TAXS- answers about provincial taxes or harmonized taxes**

Toll-free 1-800-668-8297

Toll-free TTY: 1 800 263-7776

**Passport Canada: Canadian passport inquiries**

Toll-free: 1 800-567-6868

(Outside Canada and the USA): (819) 997-8338

Toll-free TTY: 1 866-255-7655

**Regional Access Program Help Desk (Business)**

Toll-free: 1-877-553-5507

**Workplace Safety and Insurance Board (WSIB)**

Toronto Local: (416) 344-1000

Toll-free: 1 800-387-075

Toll-free TTY: 1 800-387-0050