



Halton Business Briefs

Start-up Edition

Volume 1 Issue 1 - January 2006

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Halton Business Briefs Start-up Edition is produced six times per year

Halton Region Business Development Centre is pleased to send you the first edition of our Business Briefs Start-up Edition newsletter. We will forward a copy to you 6 times per year.

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Featured Entrepreneur

The Halton Business Development Centre is proud to feature Preena Chauhan, owner of [tasteworks](#).

Preena started her company by participating in the government-sponsored [Summer Company](#) program. Through the program, Preena received a grant of \$3,000 and mentoring from local professionals to guide her in starting and running her business in the summer of 2005. Now Preena's gourmet Indian spices and frozen pureed garlic can be found at many local fine food stores.

Preena's company is also featured in our new display case at the Halton Region Business Development Centre.

The Halton Region Business Development Centre is always looking for new success stories. If we have helped you get your business up and running and you would like to tell us about your success, please let us know. [Contact us](#) and we may be able to get you some publicity.

Inspiration behind tasteworks comes from founder Preena Chauhan, who has an interest and passion for cooking. The company's slogan, "exotic cooking made easy", captures the essence of what tasteworks wants to achieve - aspiring people to take time to cook for family and friends and themselves, easily with authentic results.



Preena is pursuing her Masters Degree in Environmental Studies at York University, concentrating in the area of sustainable food choices for consumers and local food systems. "In today's busy society many people have lost the interest or don't have the time to cook healthy, gourmet and flavourful meals at home. Many of the choices people opt for are packaged, prepared food, which is both taxing on health and the environment. The Arvinda's line of products aims to assist the aspiring cook to make gourmet, fabulous meals in their very own kitchen, producing authentic results."

Named after her mother, Arvinda Chauhan, owner and instructor of the successful Healthy Gourmet Indian Cooking school in Oakville since 1993, Arvinda's cooking classes stress the healthier side of cooking without compromising taste using fresh, natural ingredients.

Arvinda has culminated a reputation for accentuating healthy and wholesome cooking over the years and her cooking classes are synonymous with quality, tradition and authenticity - qualities that embody Arvinda's cooking ingredients.

Our products inspire to cook from scratch using traditional methods, promoting the Slow Food movement, countering fast food consumption. In these busy times, it's easy to sacrifice flavourful, healthy meals made from scratch. Preena's passion is translated into tasteworks products which encompass her values of eating healthy and natural yet gourmet.

Know a student, 15 - 29 years old who would like to start their own "Summer Company" business? Have them contact us today!

Who's new in Halton

Have you registered your business within the last six months? If so, let us know and we'll be happy to list your company and a brief description in this section. We can even add a link to our website. Simply **contact our office** with a brief description of your business and one of our staff will contact you to verify the information. The next newsletter may have your business included!

B TRU 2 U Image Consulting

Owner: Lisa Penny lisa@btru2u.ca

Productivity Consultants

Owner: T. Shah shahtanveer@hotmail.com

eBiz Support Services

www.eBizsupportservices.com

Owner: Debbie Milner

Burloak Home Inspection

www.burloakhomeinspection.ca

Owner: Bill Mowat

GNA Virtual Solutions (Business Services)

Owner Aileen Moul 905-842-2183

Biz Tips

We want you to succeed! In order to succeed, you must have good cash flow. If you haven't done one already, we suggest you start working on your cash flow forecast immediately! Consider the cash flow forecast one of the most important tools of your business. Once you have created your forecast, make sure you use it regularly. Having a good cash flow forecast on paper, (not in your head), can give you answers to questions like... Will I have enough money to pay my bills this month? Can I keep my part time staff? How much will I be able to pay myself this month? Can I take on this new project? Create your cash flow forecast and get some sleep!

Yes, creating a cash flow does take time and effort. We can help you. Contact our office and we will be happy to assist you. Access to Professionals - "Ask the Expert" is held on the second Tuesday of each month. Call us to make an appointment to have an accountant review your cash flow with you. A \$20.00 administration fee applies.

A simple cash flow calculator is available for your use on the following sites.

www.halton.ca/business/startup/resources.htm

www.cibc.com/ca/tools/small-business/cash-flow/

Business seminars and workshops

Introduction to starting a small business

Fee \$20.00

February 13 1-3pm, Feb. 22 7-9pm

March 6 1-3pm, Mar. 22 7-9pm

Access to Professionals - "Ask the Expert"

Fee \$20.00

The following professionals will be at Halton Region Feb 14th and March 14th to answer your business questions. Please contact us to book an appointment.

February 14

Marketing

Rob Stonehewer, Rob Stonehewer & Associates Strategic, Creative Marketing www.stonehewer.com

Legal

Robert Micheli, Partner, Gallagher & McKenna Barristers

Accounting

Gregory Clarke C.A. BComm , SB Partners

www.sbpartners.ca

March 14

Marketing

Daryl Gordon, Copperfield Advertising

www.copperfieldadvertising.com/index.htm

Legal

TBA

Accounting

Barbara Reichert, CGA, Padgett Business Services

[data.gointranet.com/cgi-](http://data.gointranet.com/cgi-bin/unitloc/sbp/locator.cgi?cpage=main.html&cu=breichert&cl=055)

[bin/unitloc/sbp/locator.cgi?cpage=main.html&cu=breichert&cl=055](http://data.gointranet.com/cgi-bin/unitloc/sbp/locator.cgi?cpage=main.html&cu=breichert&cl=055)

BizLaunch

In just 30 hours, the Up & Running BizLaunch Program will help you to build your dream business. You'll learn how to run a small business, create a profitable business model, make key decisions, focus your marketing, and develop a solid business plan. Delivered by small

business experts, Up & Running will help you:

- develop your mission statement, vision & goals
- conduct market research
- create a marketing strategy
- understand legal structures
- find start-up money
- cost & price your products /services
- build sales skills
- prepare financial statements and keep great books
- avoid common mistakes

Includes Unlimited BizCoaching - for life! Your program trainer becomes your personal Business Coach, available anytime to answer your questions, offer guidance, review your Business Plan and help you to achieve your goals.

Who should take this program? Anyone thinking about starting a small business, preparing to launch or currently running one for less than three years. Don't have an idea? The first session helps you to explore current trends and helps you to identify the perfect business for you.

A great deal at only \$495 incl Gst, you'll receive:

- Ten evenings: 6:30p.m. - 9:30p.m.
- Small BizManual: More than 200 pages of valuable small business advice, lessons and resources
- BizTools CD: Save money with more than 50 supplied files, templates and documents.

Next program starts Tuesday, March 7. Halton Regional Centre. Please contact us (905-825-6000) ext. 7900 for further information, or contact Biz Launch www.bizlaunch.ca

Marketing System Development Program

A one day, hands on Marketing Workshop for business owners, executives, professional consultants and marketing practitioners who want to learn a tried and proven process for developing a Marketing System. During this workshop you will create a marketing system for your business that will relentlessly and consistently generate leads to maintain profitable, sustainable revenue growth. The fee is \$249. However, for the first workshop on March 22nd, it will be only \$99, including lunch. You will receive a manual and a CD with all the

material, resources and templates. Contact Javier Lopez 905-825-6000 ext 7732 for further information. (Conducted by Ben Molfetta, [Core Marketing Strategies](#))

Expert on Demand

The following professionals have volunteered for our "Expert on Demand" program. Contact us to find out how you can take advantage of this unique referral program and obtain valuable information for your business.

Accounting

Gregory Clarke, C.A., B.Comm SB Partners LLP
www.sbpartners.ca/

Legal

Hussein Hamdani, M.A. LL.B.
Franchise, Business & Real Estate Lawyer
Simpson Wigle LLP www.simpsonwagle.com
Grant Buchan-Terrell gbtlaw, Business Law
www.gbtlaw.com

Marketing

Wendy Marlow, The Art of Marketing Inc.
www.artofmarketing.ca/

Jacques Major, SCM Marketing Group

Human Resources

Dave Hagel, High Performance Human Resources
www.highperformancehr.ca/

Fernie Black, HR-Fusion Inc. www.hr-fusion.ca/

Real Estate Broker/Small Business Consultant

Robert Lyons, Royal LePage Burloak Real Estate Services
Customer Service

Malcom Brekkie, general mgr., manufacturing specialist,
customer service trainer

Marcia Barhydt, Willowtree Customer Service
www.willowtree.ca/

Small Business Coach/Trainer

Wendy Eustace, Clarity Coaching & Facilitation
Commercial Real Estate Services

Robert Lyons, Royal Lepage Burloak Real Estate Services

Featured networking group

Golden Horseshoe Venture Forum - "Where Money and Ideas Connect"

The Halton Region Business Development Centre is a proud founder and sponsor of the Golden Horseshoe Venture Forum (GHVF). GHVF is a not-for-profit organization with a goal of fostering growth and success of entrepreneurial ventures by creating an environment for them to have access to financial, professional and technological resources. Meetings are held bi-monthly at the Royal Botanical Gardens, Burlington. We encourage companies looking for financing to visit "Become a Featured Company" at www.ghvf.org and submit a profile sheet.

Meeting dates: March 22, May 17

For more information, contact Dwight Ryan, Executive Director email: info@ghvf.org

Frequently asked questions

Is there a level of business income that once reached, a business owner should consider incorporating for tax purposes?

Sole Proprietorships fall under the same tax rates as your personal taxes and could fall into the highest tax rate of about 40%. Corporations are taxed at 18.6% for the first \$300,000 in profit. If you are at the highest tax rate for personal taxes, you should ask an accountant if it would be beneficial. With a corporation, the money you leave in the business will be taxed at 18.6%. Any money you take out personally will be taxed at personal tax rates. Dividends, which are taxed at a much lower rate, is another way to personally access funds in your business. Accountants know the tax laws; they can save you money by advising in your best interest.

For example, if your incorporated business earns \$100,000 in sales and you pay yourself \$60,000 per year leaving \$40,000, your business will be taxed at 18.6% tax on the \$40,000 and you will have to pay about 40% tax on \$60,000. Alternatively, if you are a sole proprietorship you will be taxed on the full \$100,000 at about 40%. In this case, having a corporation would allow a tax savings. Contact your accountant as there are many personal and business issues that should be considered.

Now that I have my own business, I can write off my golf dues, meals, our annual fundraising dinner and our staff Christmas party, right?

Basically you are allowed to claim only 50% of the cost for meals and entertainment, however there are some exceptions:

Golf Course Fees/Club Dues: These fees are not deductible, only the meals and beverages at 50% of the cost. The same applies for yacht, camp and lodge club dues and use.

If a Christmas party or similar event is open to all employees, 100% of the reasonable food and beverage expenses are deductible. Businesses should discuss expenses with an accountant, as regulations and how they apply is best advised by a certified accountant.

Fundraising Events: If the event is for the purpose of raising money to benefit a registered charity, the expenses may be deducted 100%. What a great way to get free promotion for your business and raise money for charity!

Thank you to our partners, RBC Royal Bank and Ministry of Economic Development and Trade



Business development staff

Our experienced team members are able to assist you with all your business needs. Please feel free to contact us.

John Ayling, Director
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Jessica Morgan, Business Development Analyst
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Margaret Gaskell, Program Assistant
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Business library

Our resource centre is current and furnished with reference books, as well as free up to date government publications on a variety of business topics. You may borrow many of the books, or review the material on site. Please call ahead to ensure the book is available (905-825-6000 ext. 7900)

Quotes:

"Constant effort and frequent mistakes are the stepping stones to genius" - Elbert Hubbard

"Decide what you want, decide what you are willing to exchange for it. Establish your priorities and go to work" - H.L. Hunt



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