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XEDC Update

July, 2010

Issue: 15



Join Our Mailing List!

## Workshop & Event Schedule

### Small Business Networking Group

Meets the last Monday of each month (Aug 30, Sept. 27, etc.)  
These monthly meetings are held at the Antigonish Career Resource Centre (ACRC), from 8:30 AM - 10:00 AM. **All entrepreneurs welcome!**

### Coming This Fall

- Sales Series Basics (repeat of last years popular program)
- Written Communications
- How to Start a Business
- Personal Finance
- How to Prepare a Tender
- Tax Strategies....and more

### APEC Business Counselor Certification: Oct 18-22/10 Offered for the first time in Antigonish

This 5-day program is the first step in gaining APEC Certification and also serves as excellent stand-alone training for anyone providing business support services and counselling. Details to follow.

**We will keep you posted on times, locations and additional workshops. For more information about any of our programs contact us at [xedc@stfx.ca](mailto:xedc@stfx.ca), call 867-5543 or check out our events calendar [www.xedc.ca/events.php](http://www.xedc.ca/events.php)**

## Announcements

### Keep Your Business Top of Mind



Take advantage of the business card display racks at the XEDC front entrance and in the front lounge of the ACRC. If you have a business card - make sure you are getting it in front of as many people as possible and keep your cards stocked up.

You might also want to add your business location to Google Maps and various GPS databases. This is especially important if you rely on tourist or out of town traffic: people who may not know where to find you. For more information on how to do that, visit the resource section of our website. [www.xedc.ca/bus\\_Resources.php](http://www.xedc.ca/bus_Resources.php)

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### The Dynamic Business Plan

Many small business owners develop a business plan to secure financing and then put it in a drawer and never look at it again.

Considering the amount of time and energy that goes into developing that original plan, it is worth a second look...and a seasonal slowdown (if you have one) is the perfect opportunity to do just that.

***Updating your business plan is key to keeping your business on track.***

A business plan typically describes where you want to take your business, and how you intend to do it. Of course, as soon as you start implementing your plan, things change.

***Even months into a business start-up, much of the information the plan was based on is likely out of date.***

How often you need to

## Funky Munkys™

Funky Munkys™ Family Clothing is an Antigonish based family run business, owned by Sabrina Sangster. Funky Munkys™ offers a variety of cloth products for babies, toddlers and women. Products offered include everything from reusable diapers to crib pads. All of the products retailed by Funky Munkys™ are either made by in-house, or by other Canadian manufacturers. Sabina and her husband are earth conscious, and strive to offer clientele products that help reduce the impact on the environment while understanding unique needs of parenting in today's "disposable" society.

***"Funky Munkys™ is truly a family run business," says Sabrina, "Our three wonderful children are fantastic helpers. This means we often have little hands helping us, especially with packing and shipping."***

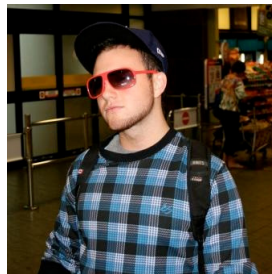


Funky Munkys™ can be found every Saturday at the **Antigonish Farmer's Market**, or online at [www.funkymunkys.ca](http://www.funkymunkys.ca) where visitors can view all products and the variety of patterns and colors they are available in, sign-up for their newsletter, or find out what's on special.

## SPRUT Apparel - Seth Rutner

Seth Rutner is an enterprising Aquatic Resources student going into his third year at St. Francis Xavier University.

Together with Gregor Boyle, Seth introduced StFX to New Era 59Fifty fitted hats, breathing fresh air into the StFX apparel selection. He is currently operating under the name SPRUT Apparel and has released three different hats designs, with more in production.



Seth Rutner of SPRUT Apparel

Seth's hats can be purchased at the StFX campus store, or by contacting Seth directly at [srutner@studentfrontiergroup.com](mailto:srutner@studentfrontiergroup.com)

revisit your business plan depends on your particular business, but at minimum, review your plan yearly.

The four main areas of your plan most likely to need an update are:

1. What you've already accomplished and how it compares your plan.
2. Internal and external scans of Strengths, Weaknesses, Threats and Opportunities. You will want to take note of and respond to any changes that impact your business directly.
3. Financial information - consider questions such as: How does your actual cash flow measure up to projected? Are income statements on track? Do you have enough capital?
4. Action plans. Do any of your action plans need to be updated, changed or crossed of the list?

***Taking time to review your business plan will help keep your business on track...and help keep you on top of your business.***



## Program of the Month: Get Connected

GetConnected is a program specifically designed to enable rural-based small businesses in Nova Scotia to explore, develop and implement a growth strategy using web-based technologies - giving them the knowledge to make strategic business decisions on when and how to invest in their online presence. For more information contact ACSBE at 1-877-232-2723, by email [acsbe@acadiiau.ca](mailto:acsbe@acadiiau.ca), or visit their website at [www.acsbe.com](http://www.acsbe.com)

*Get Connected is Developed by the Acadia Centre for Business and Social Entrepreneurship (ACSBE) and funded by Nova Scotia Labour and Workforce Development*

## Additional Resources for Small Business

[www.xedc.ca](http://www.xedc.ca)

<http://SmallBusinessNews.xedc.ca>

[www.xedc.ca/elearning](http://www.xedc.ca/elearning)

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