

For Immediate Release  
October, 19 2009

## Starting a Business? Make Every Step Count with the Small Business Start-Up Kit

**Vancouver-** Small Business BC is pleased to announce the launch of the Small Business Start-Up Kit – a comprehensive resource kit for new entrepreneurs. Assembled by the Small Business BC team and industry partners; the kit contains relevant, BC-focused business start-up information and is designed to eliminate the ‘unaffordable’ element of launching a new business – guess work.

The kit makes life easy – all the information you need in one place and in one location. Customize your kit with seminar handouts, research materials and notes from your Small Business BC advisor.

**What you get:** Business information is divided into five categories – Getting Started, Business Planning, Financing, Legal/Taxes and Resources

**Each section includes:** Worksheets, Checklists, Tips, Case Studies, Resource Websites (government, industry & professional associations)

**Learn how to:** Set realistic objectives, Conduct market research, Secure financing, Write a business plan and more

Case studies illustrate common business start-up challenges. Jazz Cats Catering's Joanne Clifton enrolled in Small Business BC's Start Smart seminar series. Discussions with Small Business BC advisors shed light on zoning regulations which required changes to her business plan. “Attending the Start Smart seminars and meeting with Small Business BC business advisors gave me the confidence and the tools I needed to make the necessary adjustments to move forward.” says Clifton. “I would highly recommend Small Business BC to anyone who has a dream of starting their own business.”

Small Business BC CEO, George Hunter, notes that they sourced a local manufacturer to produce an eco-friendly product. “The binder is manufactured in Vancouver from 100% post-consumer waste fibre with FSC approved recycled paper pages,” states Hunter, “a product with a small foot print and a wide reach.”

**Where to purchase your Small Business Start-Up Kit:** Small Business BC's bookstore (\$69) / with a Start Smart Seminar package for \$159. Call 604-775-5541 to learn how you can purchase a copy of the Start-Up Kit.



-30-

**Media Inquiries:** Candice Macalino, Small Business BC, 604-775-6255  
or [macalino.candice@smallbusinessbc.ca](mailto:macalino.candice@smallbusinessbc.ca)

### About Small Business BC

Small Business BC provides consultation services, education and community to help entrepreneurs succeed in every stage of business. Small Business BC is supported by Western Economic Diversification Canada and the Ministry of Small Business, Technology and Economic Development. Visit us at [www.smallbusinessbc.ca](http://www.smallbusinessbc.ca).