



7th Session:

Business Structure

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Agenda for today



1

Marketing Mix

2

Business Structure

3








Incorporation and your responsibilities





Marketing Plan, Continue...

Marketing Mix 7Ps

 P roduct	 P rice	 P lace	 P romotion	 P rocess	 P eople	 P hysical Evidence
Characteristics	Monitor the market	Actual market	Advertising	How?	Got the right people on the bus and the wrong people off the bus	Packaging
Timing	Low, High, Medium	Places to sell	Changes	This is your text		Designing
Bundle	Bundle and discounts	Retail or Wholesales	Introducing your products	This is your text		Physical Environment



Marketing Mix 7Ps - Price



PRICE

Strategic Pricing pursues competitive and financial advantages

- List Price
- Actual Price
- Discounts: Cash, Quantity, Functional, Seasonal, Allowances (Trade-in)
- Payment Period
- Credit Terms



Marketing Mix 7Ps - Process



PROCESS

Marketing includes number of processes that might be integrated toward your marketing strategy. You should list direct and indirect marketing activities

- Internet marketing
- Local Events
- Fairs and conferences
- Website
- Social Media and environmental Marketing



Marketing Mix 7Ps - Product



PRODUCT

You should know your Products very well and can introduce them to your customers in a way they understand the benefits and the value proposition of the products for themselves

- How many products
- Clients needs
- Clients Problems
- Products' features
- Products Bundle



Marketing Mix 7Ps - People



PEOPLE

Having the right people is essential for your business. You should know which kind of people you need for your sales. Your people are part of your offerings to your clients

- Hiring
- Training
- Retaining
- Assessing
- Firing



Marketing Mix 7Ps - Place



PLACE

Where your customers will find your products to shop

- Retail Store/Stores
- Online Market: Amazon, Shopify, Etsy
- Mail Order
- Telephone Order



Marketing Mix 7Ps – Physical Evidence



PHYSICAL EVIDENCE

How pleasant will you deliver your products to your customers in terms of packaging, designing, Printing etc.

- Your Products' Design
- Your Products' Packaging
- Your website design
- Your shop design
- Your letter to customers design



Marketing Mix 7Ps - Promotion



PROMOTION

How you will introduce your products to your clients. It's about your marketing Campaign.

- Advertising
- Public Relations
- Sales Promotions
- Social Media Campaign
- Special Products Campaign



Marketing Mix 7Ps





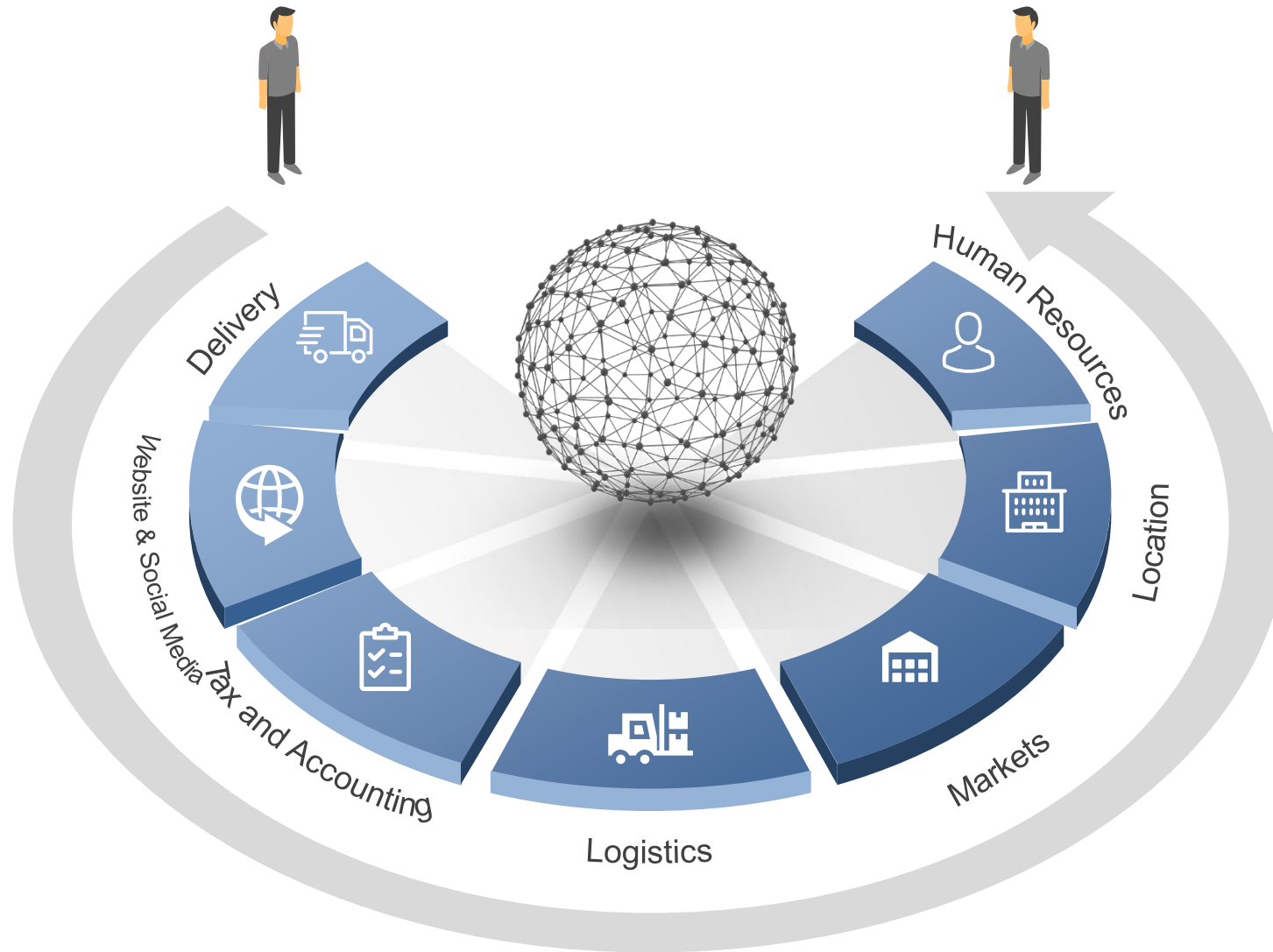
#Q001

‘ **A BUSINESS
LIKE AN AUTOMOBILE
HAS TO BE DRIVEN
IN ORDER TO GET RESULTS**

B. C. Forbes, Founder of Forbes Magazine (1880 – 1954)



Business Structure



MAIN FORMS OF BUSINESSES IN CANADA



Sole Proprietorship



Partnership



Corporation

Which form is for you?

It depends on your situation

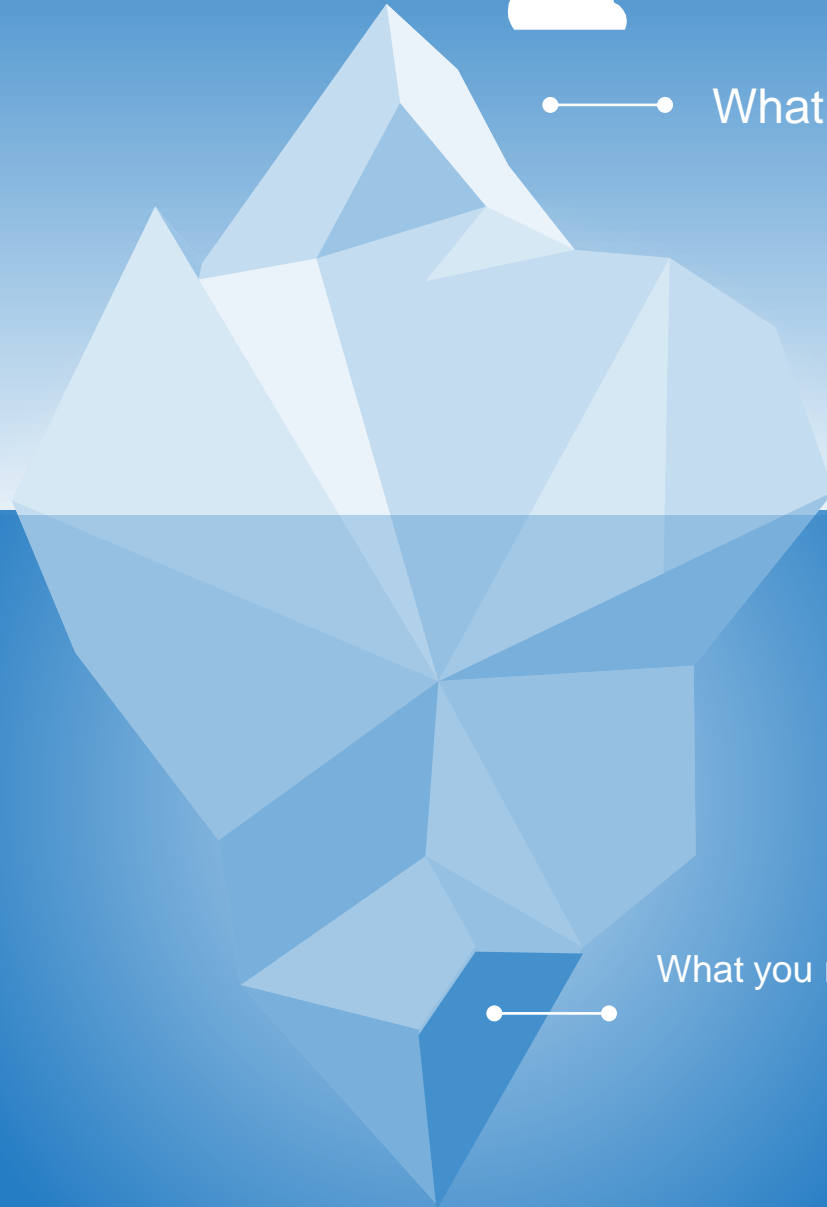


How to setup a corporation?

Surface



What others see



What you really did



Deepness



Business Name

Don't name it as your name.

The name should represent the company's values and products

You should Consider:



Incorporating your business- Pros&Cons

Pros

Cons

Limited Liabilities



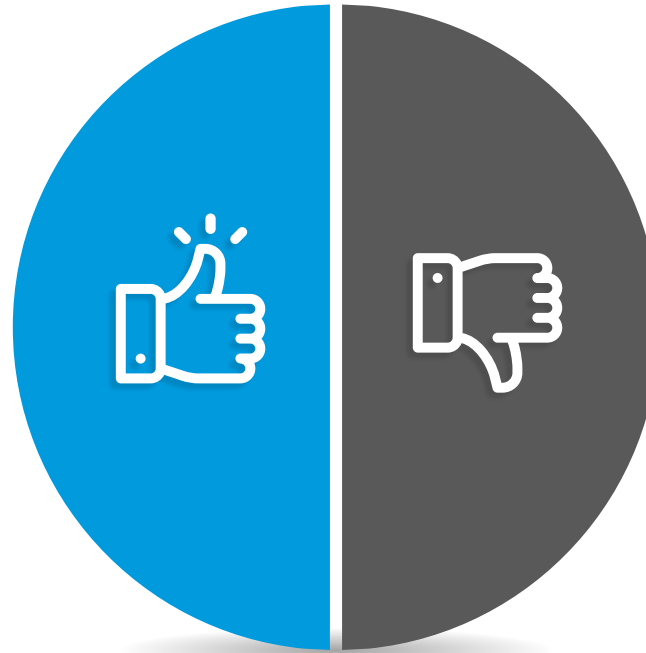
More efficient tax planning



Separate Legal Entity



Better Access to
Capital and Grants



Keeping your
corporation in good
standing



More complicated tax
and accounting



Tax obligations



Paperwork



Steps to incorporate your business

1

Name Search (NUANS Report)

2

Incorporate Federally, Provincially or both

3

Determine the classes of shares

4

Submit Article of incorporation, form 2 and other



Next Step: Organizational Meeting



Making by-laws



Issuing shares



Appointing officers



Approving other company's regulations



Accounts with the CRA



Corporation Income Tax Program Account



GST/HST Account

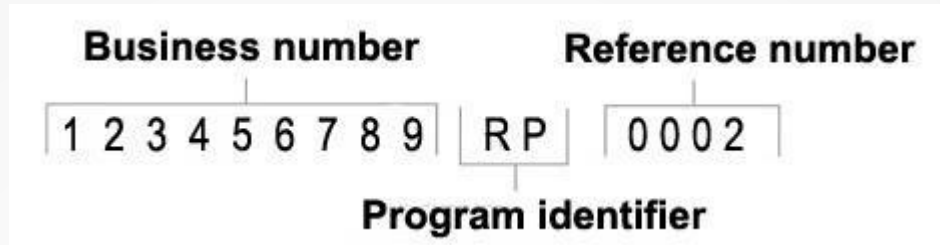


Payroll Account



Import-Export Account





Business number:

- 123456789

Corporation income tax program account:

- 123456789 RC 0001

GST/HST Number:

- 123456789 RT 0001

Payroll Number:

- 123456789 RP 0001

Import/Export Number:

- 123456789 RM 0001



Keeping your corporation in good standing



Filing annual return



Filing a change of registered office address



Filing changes regarding directors



Amending your article





Questions?

You may type your question in the Chat area or raise your hand to speak



THANK YOU

