



# KANAKA BAR BAND

Entrepreneurship Program

Session #4 Handout: Employment, Finance, and Marketing

Welcome back to the **Kanaka Bar Band Entrepreneurship Program!**

This course is designed for individuals who are interested in, and looking for support on, setting up their own business.

## RECRUITMENT

**Highlight** the **opportunities** for employees working with small business owners:

- Work closely with management and ownership
- Make decision that have a tangible impact and help shape the business
- Get to know customers and clients on a personal level
- Provide positive contributions directly to the community

## EMPLOYMENT CONTRACTS

At a minimum, all employment contracts should contain:

- term of the employment – fixed or indefinite?
- start date of the employee
- length and conditions of a probationary period
- job title and duties
- salary and benefits
- detailed termination clause

## INTERVIEWING TIPS

- put together a list of required attributes for the role
- ask questions based on real scenarios in your business
- reduce stress for candidates – make them comfortable!
- be prepared to sell your business

## POSTING A JOB POSITION

**Attract** the ideal candidate by including the right info!

1. describe in detail your business
2. describe what potential employees can expect from you
3. indicate skills, education, experience of your ideal candidate
4. include how and when to apply
5. avoid any discriminatory language

## MARKETING TECH STACK



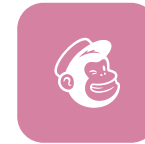
**Canva**  
create your  
logo and  
marketing



**Squarespace**  
build your  
own website



**Hootsuite**  
manage your  
social  
platforms



**Mailchimp**  
create e-  
newsletters  
and email  
campaigns



**bitly**  
track your  
links for free

## SOURCES OF FINANCING

- Personal investment
- Love money – family and friends
- Grants and government funds
- Angel investors or venture capitalists
- Financial institutions



# RESOURCES

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## EMPLOYMENT

- BC Employment Standards Act: [https://www.bclaws.gov.bc.ca/civix/document/id/complete/statreg/00\\_96113\\_01](https://www.bclaws.gov.bc.ca/civix/document/id/complete/statreg/00_96113_01)
- Guide to the Employment Standards Act: <https://www2.gov.bc.ca/gov/content/employment-business/employment-standards-advice/employment-standards/forms-resources/igm>

### Places for Job Postings

- Indeed: <https://ca.indeed.com/>
- The Government of Canada Job Bank: <https://employer.jobbank.gc.ca/employer/dashboard>
- Work BC Job Board: <https://www.workbc.ca/Employer-Resources/Your-Workforce/Job-board-benefits.aspx>

## FINANCING

### Financing Tips and Opportunities

- How to Finance your Start-up: Small Business BC: <https://smallbusinessbc.ca/article/how-finance-your-start-business/>
- Futurpreneur: <https://www.futurpreneur.ca/en/>

### Government Grants, Funds and Resources

- Secure your Financing - BC Gov: <https://www2.gov.bc.ca/gov/content/employment-business/business/small-business/resources/starting-a-small-business-guide/starting-a-small-business-guide-contents/starting-a-small-business-guide-14steps/starting-a-small-business-guide-step4>
- Business grants and financing - Government of Canada: <https://www.canada.ca/en/services/business/grants.html>
- First Citizens Fund Business Loan Program: <https://www2.gov.bc.ca/gov/content/governments/indigenous-people/economic-development/business-loan-program>
- Business Benefits Finder - Government of Canada: [https://innovation.ised-isde.canada.ca/s/?language=en\\_CA&lang=eng](https://innovation.ised-isde.canada.ca/s/?language=en_CA&lang=eng)
- Canada Small Business Financing Program: <http://www.ic.gc.ca/eic/site/csbfp-pfpec.nsf/eng/Home>
- Community Futures British Columbia: <https://www2.gov.bc.ca/gov/content/employment-business/business/small-business/resources/starting-a-small-business-guide/starting-a-small-business-guide-contents/starting-a-small-business-guide-14steps/starting-a-small-business-guide-step4>

## MARKETING

- Marketing Basics - Government of Canada: <https://www.bdc.ca/en/articles-tools/marketing-sales-export/marketing>
- Canva: <https://www.canva.com/>
- SquareSpace: <https://www.squarespace.com/>
- Hootsuite: <https://www.hootsuite.com/>
- MailChimp: <https://mailchimp.com/>
- Bitly: [https://bitly.com/a/sign\\_in](https://bitly.com/a/sign_in)

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