Grade 10 Start Your Own Business (25G)

A Course for Independent Study

Field Validation Version
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## Acknowledgements

Manitoba Education gratefully acknowledges the contributions of the following individuals in the development of *Grade 10 Start Your Own Business (25G): A Course for Independent Study, Field Validation Version.*

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<th>Name</th>
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GRADE 10 START YOUR OWN BUSINESS (25G)

Introduction
Welcome to the Grade 10 Start Your Own Business course. If you took the Grade 9 Futures in Business half-credit course, you will be aware that you could be involved in the business world in many different ways. In this Grade 10 half-credit course, you will gain the knowledge and skills you need to come up with your own business idea and put it into action by developing a formal business plan. If you did not take the Grade 9 course, don’t worry. The Grade 10 Start Your Own Business course will provide all the information you need to complete your business plan.

This Introduction highlights what you will learn in this course, describes what the course contains and how it is organized, outlines the work you will be required to do and the resources you will need to do it, and explains who can help you if you have difficulty with any aspect of the course. It also explains how and when to submit your coursework to your tutor/marker for assessment.

What Will You Learn in This Course?

In this course, you will be introduced to the world of entrepreneurship. Through examining entrepreneurial profiles and engaging in personal reflection, you will discover whether you have the interests, characteristics, and skills required of entrepreneurs. You will also explore current and future entrepreneurial opportunities so that you can generate business ideas of your own. Finally, you will take your favourite business idea and learn how to develop the various parts of a formal business plan.

How Is This Course Organized?

The Grade 10 Start Your Own Business course is divided into the following four modules:

- Module 1: Entrepreneurship
- Module 2: Planning and Organizing Your Business
- Module 3: Marketing Your Business
- Module 4: Managing Your Business: Financial and Legal Considerations
Each module contains lessons that focus on specific aspects of business and entrepreneurship. In most lessons, you will read a few pages, and then complete one or more learning activities. You will also complete five assignments—two in Module 1 and one in each of Modules 2, 3, and 4. The assignments in Modules 2, 3, and 4 involve developing the various components of your business plan. In this course, you will learn about business and entrepreneurship mainly by doing things.

The Glossary at the end of the course provides definitions for an alphabetical list of the terms identified by key word icons throughout the course. You can use the Glossary to review terms used in the course.

What Resources Will You Need for This Course?

To complete this course, it would be helpful if you had access to

- a calculator
- a computer with Internet access.
  (If you do not have Internet access, you will still be able to complete the course, but you will need to find different ways of accessing information.)
- a photocopier so that you can photocopy your completed assignments before submitting them to your tutor/marker

If you do not have access to one or more of these resources, contact your tutor/marker.

Who Can Help You with This Course?

There are two people who can help you be successful in this course: your tutor/marker and your learning partner.

Your Tutor/Marker

Tutor/markers are experienced teachers who tutor independent study students and mark assignments and examinations. When you are having difficulty with something in this course, contact your tutor/marker, who is there to help you. Feel free to contact your tutor/marker at any time during this course. Your tutor/marker’s name and contact information were sent to you with this course. If you are not sure how to contact your tutor/marker, telephone the Independent Study Option office at 1-800-465-9915.
Your Learning Partner

A learning partner is **someone you choose** who will help you learn. It may be someone who knows something about business, but it doesn't have to be. A learning partner could be someone else who is taking this course, a teacher, a parent or guardian, a sibling, a friend, or anybody else who can help you. Most importantly, a learning partner should be someone with whom you feel comfortable and who will support you as you work through this course.

Your learning partner can help you keep on schedule with coursework, check your work, read the course with you, look at your learning activities and respond to them, and make sense of assignments. You may even study for your final examination with your learning partner.

**How Will You Know How Well You Are Learning?**

You will know how well you are learning in this course by how well you complete the learning activities, the assignments, and the final examination.

**Learning Activities**

The learning activities in this course will help you to review and practise what you have learned in the lessons. You will **not** submit the completed learning activities to your tutor/marker. Instead, you will complete the learning activities and check your responses yourself, using the Learning Activity Answer Key found at the end of each module.

Make sure you complete the learning activities. Doing so will not only help you to practise what you have learned, but will also prepare you to complete your assignments and the final examination successfully.

**Assignments**

As part of this course, you must complete all the assignments listed in the following chart and submit them to your tutor/marker for assessment. The assignments are worth a total of 75 percent of your final mark for this course.
Please note that Assignment 2.1 and Assignment 3.1 must be submitted and assessed two times:

1. **Drafts:** In Modules 2 and 3, you will hand in your drafts of the two assignments. Your tutor/marker will assess the drafts and provide you with feedback marks and comments so that you can make the necessary revisions and improve your score on the assignments. Your feedback marks will not be recorded.

2. **Final revised copies:** In Module 4, you will do the following:
   - Resubmit your **original drafts** of Assignments 2.1 and 3.1, along with the feedback marks and comments you received from your tutor/marker. Your feedback marks for the drafts **will not** count towards your final marks.
   - Submit your **final revised copies** of Assignments 2.1 and 3.1. The marks you receive for the final copies **will** count towards your final marks.

The assignments include assessment rubrics/checklists that will help you to complete your assignments and receive the best marks possible. Your tutor/marker will use the rubrics/checklists to assess your completed assignments.
Final Examination

When you have completed this course, you will write the final examination, which will be based on all four modules of the course. You will write the final examination under supervision. You will have 2.5 hours to complete the examination. It is worth 25 percent of your final mark for this course.

To write your final examination, you need to make the following arrangements:

- **If you are attending school**, ask your school’s Independent Study Option (ISO) school facilitator to add your name to the ISO examination eligibility list. Do this at least **three weeks prior** to the next scheduled examination week.

- **If you are not attending school**, check the Examination Request Form for options available to you. The form was mailed to you with this course. Three weeks before you are ready to write the examination, fill in the Examination Request Form and mail or fax it to
  
  ISO Registration  
  555 Main Street  
  Winkler MB R6W 1C4  
  Fax: 1-204-325-1719  
  Toll-Free: 1-800-465-9915

You will need to bring a calculator to the examination session.

How Much Time Will You Need for This Course?

Learning through independent study has several advantages over learning in the classroom. You are in charge of how you learn and can choose how quickly you will complete the course. You don’t have to wait for your teacher or classmates, and you can work as quickly as you want to. You can also complete as many lessons at a time as you want to. Read the next few pages to get an idea of how to pace your work in this course.

You will need to spend a minimum of 55 hours on this half-credit course. That means you will need to spend at least 90 minutes daily in a semester. Look at the following two charts and decide which chart best describes the time of year when you want to begin and complete this course.
Chart A: Semester 1

If you start this course in September and need to complete it by the end of January, you can follow the timeline suggested below.

<table>
<thead>
<tr>
<th>Module</th>
<th>Completion Date</th>
</tr>
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<tbody>
<tr>
<td>Module 1</td>
<td>Mid-September</td>
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<tr>
<td>Module 2</td>
<td>Mid-October</td>
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<tr>
<td>Module 3</td>
<td>Mid-November</td>
</tr>
<tr>
<td>Module 4 and Final Examination</td>
<td>End of December</td>
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Chart B: Semester 2

If you start this course in January and need to complete it by June, you can follow the timeline suggested below.

<table>
<thead>
<tr>
<th>Module</th>
<th>Completion Date</th>
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<tr>
<td>Module 1</td>
<td>Mid-February</td>
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<td>Module 2</td>
<td>Mid-March</td>
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<tr>
<td>Module 3</td>
<td>Mid-April</td>
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<tr>
<td>Module 4 and Final Examination</td>
<td>End of May</td>
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Do not wait until the last minute to complete your work, since your tutor/marker may not be available to mark it immediately. Remember, it may take over a week for your work to travel through the mail, so make sure you leave enough time for that. It may also take a few weeks for your tutor/marker to assess your work and return it to you or send the marks to your school.

If you need this course to graduate this school year, remember to schedule and complete your final examination by June 1.
When and How Do You Submit Assignments to Your Tutor/Marker?

When to Submit Assignments

You will mail or email your completed assignments to your tutor/marker for assessment. Each time you submit something, you must include the applicable Cover Sheet, which you will find at the end of this Introduction. The Cover Sheets for Module 2 and Module 3 will be used to record whether your drafts of Assignment 2.1 and Assignment 3.1 are complete/incomplete (CO/INC) rather than to record marks. Your final marks for these two assignments will be provided on the Cover Sheet for Module 4, which you will submit with your revised assignments and with Assignment 4.1.

The following chart shows what assignments you will be submitting to your tutor/marker.

<table>
<thead>
<tr>
<th>Submission of Assignments</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Module</strong></td>
</tr>
</tbody>
</table>
| Module 1 | Assignment 1.1: Entrepreneurship Reflection  
Assignment 1.2: Entrepreneurial Opportunities |
| Module 2 | Assignment 2.1: Business Plan—Part A:  
Business Profile (Draft) |
| Module 3 | Assignment 3.1: Business Plan—Part B:  
Marketing Plan (Draft) |
| Module 4 | Assignment 2.1: Business Plan—Part A:  
Business Profile (Draft and Final Revised Copy)  
Assignment 3.1: Business Plan—Part B:  
Marketing Plan (Draft and Final Revised Copy)  
Assignment 4.1: Formal Business Plan |

How to Submit Assignments

In this course, you have the choice of either mailing or emailing your assignments.

- Each time you **mail** something, you must include the print version of the applicable Cover Sheet (found at the end of this Introduction).
- Each time you **email** something, you must include the electronic version of the applicable Cover Sheet. You can either download the Cover Sheet at <www.edu.gov.mb.ca/k12/dl/downloads/index.html> or you can scan the Cover Sheet located at the end of this Introduction.

Complete the information at the top of the Cover Sheet before mailing or emailing it along with your assignment(s).
Mailing Your Assignments
If you choose to mail your completed assignments, please photocopy all the materials first so that you will have a copy of your work in case your package goes missing. You will need to place the applicable module Cover Sheet and assignment(s) in an envelope, and address it to

ISO Tutor/Marker
555 Main Street
Winkler MB R6W 1C4

Your tutor/marker will mark your work and return it to you by mail.

Emailing Your Assignments
If you choose to email your completed assignments, make sure you have saved electronic copies before you send them. That way, you can refer to your assignments when you discuss them with your tutor/marker. Also, if the original assignments are lost, you will be able to resubmit them.

To email your completed assignments, you will first need to do one of the following:

- **If you are attending school,** please ask your ISO school facilitator (the person who signed your ISO Registration/Admission Form) for permission to email your assignments and to determine your school’s procedure for emailing assignments. Contact your tutor/marker to confirm that the course material can be marked electronically.

- **If you are not attending school,** please obtain permission directly from your tutor/marker to submit your assignments electronically. Also, please confirm that the course material can be marked electronically.

**Saving and Submitting Your Assignments**
1. Save your work as described below.

   **File Names**
   When saving your work, identify the assignment number(s) in the file name (e.g., Assignment 1.1.doc).

   **File Types**
   Save your work in the following file types (as applicable):
   - **Written work:** Microsoft Word files (doc) or RTF files
   - **Spreadsheets:** Microsoft Excel files (xls)
   - **Scanned work:** PDF files (save multiple pages on one file)
The Independent Study Option office cannot access
- file extensions other than those listed above
- cloud servers for file storage/sharing (e.g., SkyDrive)

**File Size**
- The total size of attached files per email must not exceed 5 MB.
- If files are larger than 5 MB, you must submit them as compressed files. If you are not familiar with this process, please go online to <www.wikihow.com/> to learn how to compress files with your operating system.

2. Use the following format to compose your email.

```
To: distance.learning@gov.mb.ca  
cc: [Your ISO school facilitator’s email address if you attend school]  
Subject: [Your Name] Grade 10 Start Your Own Business  
Attachment(s): Module 1 Cover Sheet, Assignment 1.1.doc, and Assignment 1.2.doc  
Message: Module 1 Cover Sheet, Assignment 1.1, and Assignment 1.2  
Tutor/marker: ____________________________________  
School: _________________________________________
```

The subject line of your email must clearly indicate your name and the course name. The assignment number(s) must be identified in the file names and in the body of the email message, as shown in the sample provided.

3. Attach your files to the email.

4. Email your assignments to <distance.learning@gov.mb.ca>. **Do not email your assignments directly to your tutor/marker.** Emails sent directly to the tutor/marker will be returned unread.

Your tutor/marker will mark your work and return it to you by email.

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The Independent Study Option office does not provide technical support for hardware-related issues. If troubleshooting is required, consult a professional computer technician.
What Are the Guide Graphics For?

Guide graphics appear in the margins of the course to identify and guide you in specific tasks. Each graphic has a specific purpose, as described below.

**Assignment:** Complete an assignment. You will mail or email your completed assignments to your tutor/marker for assessment.

**Examination preparation:** This content may be found on the final examination. Make sure you learn it well.

**Internet:** If you have access to the Internet, you can use it to get more information. Internet access is optional for this course.

**Key word:** A new important term is being explained. The term is defined in the Glossary.

**Learning activity:** Complete this learning activity to help you review or practise what you have learned and to prepare for your assignments and the final examination. You will not submit the completed learning activities to your tutor/marker. Instead, you will compare your responses to those provided in the Learning Activity Answer Key found at the end of each module.

**Learning partner:** Ask your learning partner to help you with this task.

**Mail or email:** It is now time to mail or email your completed assignment(s) to your tutor/marker for assessment.

**Note:** Take note of and remember this important information or reminder.

**Telephone:** Call your tutor/marker.

**Remember:** If you have questions or need help at any point during this course, contact your tutor/marker or ask your learning partner for help.
GRADE 10 START YOUR OWN BUSINESS (25G)

Module 1
Entrepreneurship
Introduction

In Module 1 of the Grade 10 Start Your Own Business course, you will learn about the world of entrepreneurship and what is involved in bringing together all the factors required to start a business. It requires skills and determination to start and operate a business and acceptance of the risks involved in doing so.

Module 1 consists of the following two lessons:

- Lesson 1: Introduction to Entrepreneurship
- Lesson 2: Entrepreneurial Opportunities

Learning Activities

Each lesson includes one or more learning activities. Keep in mind that all the learning activities are designed to help you complete your assignments and study for the final examination. For this reason, you are encouraged to complete all learning activities. You can check your responses against those provided in the Learning Activity Answer Key found at the end of Module 1. Note that the answer key may not provide responses to questions that ask for individual opinions and perspectives.

Assignments

At the end of each lesson in Module 1 you will complete an assignment. The two assignments are listed below.

<table>
<thead>
<tr>
<th>Lesson</th>
<th>Assignment</th>
<th>Marks</th>
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<tbody>
<tr>
<td>1</td>
<td>Assignment 1.1: Entrepreneurship Reflection</td>
<td>20</td>
</tr>
<tr>
<td>2</td>
<td>Assignment 1.2: Entrepreneurial Opportunities</td>
<td>24</td>
</tr>
</tbody>
</table>

You will send your completed assignments to your tutor/marker for assessment at the end of Module 1. Instructions on how to submit your assignments are provided at the end of this module, as well as in the course Introduction.

If you have difficulty with the course material, you can seek help from your learning partner or from your tutor/marker.
Lesson 1: Introduction to Entrepreneurship

Lesson Focus

By the end of this lesson, you will be able to do the following:

- Define the term **entrepreneur**.
- Identify entrepreneurial characteristics.
- Identify entrepreneurial skills.
- Identify advantages and disadvantages of entrepreneurship.
- Assess your personal entrepreneurial strengths and weaknesses.
- Examine the profiles of a variety of entrepreneurs.

Introduction

Entrepreneurs or business owners are among Canada’s most valuable economic resources. Private businesses contribute to our economy by creating jobs and promoting innovation and creativity. According to Industry Canada, as of 2011, small businesses (firms with fewer than 100 employees) employed about five million people in Canada, and about 15 percent of all employed workers in Canada were self-employed (*Key Small Business Statistics—July 2012*, 3). Maybe one day you will be an entrepreneur!

In this lesson, you will learn about some common attributes of entrepreneurs. You will also learn about some of the great Canadian entrepreneurs of the past and present who have made important contributions to business. Finally, you will have an opportunity to assess your personal entrepreneurial characteristics and skills and explore whether you have what it takes to be an entrepreneur.

Websites

Industry Canada provides data on the small business sector in Canada in a semi-annual publication. For the latest edition, refer to the following website:


What Is an Entrepreneur?

The French term *entreprendre* means to take on a task. An **entrepreneur** is someone who takes on the risk of starting his or her own business enterprise. Entrepreneurs organize, manage, and assume the risk of operating a business. Starting a business enterprise is an exciting but risky undertaking that requires a lot of effort and planning.

Characteristics of Entrepreneurs

A **characteristic** is a distinguishing quality, feature, or attribute of a person, group, or thing. To characterize something is to describe its qualities. Characterizing entrepreneurs can be difficult because we are making generalizations and not talking about any one individual in particular. Entrepreneurial characteristics have been studied by many organizations and researchers because we want to know what type of person is best suited to be an entrepreneur. We are also interested in knowing what qualities are common in successful entrepreneurs.

Many successful entrepreneurs are competitive, passionate, creative, risk-taking, persistent, hard-working, charismatic, flexible, independent, and self-confident. These 10 common characteristics of successful entrepreneurs are described in the following diagram. As you learn more about entrepreneurship, you may be able to add more characteristics to this list.
Passionate
Passion is a quality often associated with entrepreneurs. Successful entrepreneurs love what they do. They have the energy and the drive to make their business dreams a reality.

Creative
Successful entrepreneurs are able to come up with creative solutions to problems. They can “think outside the box.”

Risk-taking
Starting a business enterprise can be risky. Successful entrepreneurs must be confident enough to take risks, and not be overcome by a fear of failure or become discouraged by setbacks.

Competitive
The business world can be highly competitive. Successful entrepreneurs are aware of their business environment and work hard to keep their customers/clients happy.

Persistent
Entrepreneurs must be persistent. If at first they don’t succeed, they have to be willing to try again.

Hard-working
Running a business takes a lot of time and effort. Successful entrepreneurs are willing to work hard and devote themselves to a business idea they believe in.

Charismatic
Entrepreneurs need charisma, the ability to draw people in and inspire their interest and enthusiasm. Successful entrepreneurs need the ability to sell their business idea.

Flexible
Things don’t always go according to plan. Successful entrepreneurs need to be flexible and think “on their feet.” They may need to adapt their plans to solve problems or to meet new market demands.

Independent
Successful entrepreneurs are not afraid to think differently or to have their own ideas. They enjoy being leaders who have the freedom to decide what they are going to do next.

Self-confident
Successful entrepreneurs believe in their business idea. Most importantly, they believe in themselves and their ability to succeed.

Characteristics of Successful Entrepreneurs

Module 1: Entrepreneurship
Entrepreneurial Skills

In addition to having some common attributes, successful entrepreneurs must have the skills required to run their own business. **Skills** are things you have the ability to do, or actions you can perform; you develop skills with practice and over time.

The five most common skills required to run your own business are decision-making skills, administrative skills, sales and marketing skills, relationship skills, and financial skills. These skills are described below. As you learn more about entrepreneurship, you may be able to add more skills to this list.

### Entrepreneurial Skills

#### Decision-Making Skills
Entrepreneurs need to have excellent decision-making skills. They need the knowledge and self-confidence to make important decisions about the direction of their business every day.

#### Administrative Skills
There can be a lot going on at once for those who own and operate their own business. Entrepreneurs must be able to juggle many tasks, including planning, organizing, directing, and practising time management.

#### Financial Skills
It is essential that entrepreneurs have an understanding of their business finances, including the ability to manage and control the cash flow.

#### Sales and Marketing Skills
Owning and operating a business involves selling a product, service, or idea. Entrepreneurs need to possess sales and marketing skills to make a profit in their business.

#### Relationship Skills
Developing relationships with customers is very important in today’s market. Entrepreneurs need to have many interpersonal skills, including communication, empathy, and perceptiveness. To develop business relationships, entrepreneurs need the ability to network with others—with suppliers, distributors, retailers, and so on. Entrepreneurs also need to be able to communicate the company vision to employees and motivate them (if applicable) to pursue that vision.
Advantages and Disadvantages of Entrepreneurship

Entrepreneurship is not something to take lightly. Before beginning any business venture, you will want to think carefully about whether or not entrepreneurship is the right challenge for you. There are many reasons why people are interested in starting their own business: some individuals want to be entrepreneurs because it allows them the freedom to make their own decisions and to be their own boss, and others are motivated by the challenge or prospect of making a difference in their community. Some individuals may be motivated by power, control, or success. What motivates you?

As with most things, starting your own business has benefits and drawbacks. The following chart outlines the most common advantages and disadvantages of entrepreneurship. As you learn more about entrepreneurship, you may be able to add more items to this list.

<table>
<thead>
<tr>
<th>Advantages and Disadvantages of Entrepreneurship</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Advantages</strong></td>
</tr>
<tr>
<td>✓ You can be your own boss.</td>
</tr>
<tr>
<td>✓ You can be creative.</td>
</tr>
<tr>
<td>✓ You can pursue a dream.</td>
</tr>
<tr>
<td>✓ You can control your business.</td>
</tr>
<tr>
<td>✓ You will get tax advantages.</td>
</tr>
</tbody>
</table>

Assess Your Entrepreneurial Strengths and Weaknesses

Now that you have learned about common characteristics and skills related to entrepreneurs, it is time for you to examine and assess yourself. Do you have what it takes to become a successful entrepreneur? The following learning activity will help you to find out.

Once you have finished the learning activity, check your responses against those provided in the Learning Activity Answer Key found at the end of this module. The answer key may not provide responses to questions that ask for individual opinions or perspectives. Remember that you will not send your completed learning activities to your tutor/marker—they are not assignments.
Learning Activity 1.1

My Entrepreneurial Strengths and Weaknesses

To help you assess your personal entrepreneurial strengths and weaknesses, you will now complete Learning Activity 1.1. If you have difficulty with this learning activity, ask your learning partner for help or contact your tutor/marker.

1. Lesson 1 identified 10 common characteristics of successful entrepreneurs. List all the characteristics and then give an example of how you demonstrate each quality, or how someone you know demonstrates each quality.

2. In this lesson, you also learned about the advantages and disadvantages of entrepreneurship.
   a) Which advantage of entrepreneurship seems the most appealing to you? Explain why you chose this motivator over all the others.
   b) Which disadvantage of entrepreneurship scares you the most? Explain your choice.

3. If you have access to the Internet, go to the following website:
   The Business Start-up Quiz, found in the Entrepreneurship section of the website, is specifically designed for youth. It has 25 questions to which you must respond Yes or No. Read each question carefully and answer it as honestly as possible. After you have answered all the questions, press “How’d I Do?” After viewing your results, answer the following questions:
   a) What was your score out of 100?
   b) Do you agree or disagree with the comment about your entrepreneurial capacity? Explain.
Entrepreneurial Profiles

Now that you know what entrepreneurship is and what makes a successful entrepreneur, it is time to meet some entrepreneurs. Although each entrepreneur’s story is different, you will notice that they have a lot in common too. Here are a few examples of very successful Canadian entrepreneurs.

Ron Joyce and Tim Horton

Ron Joyce was born in 1930 in Tatamagouche, Nova Scotia. After serving in the Royal Canadian Navy, he became a police officer in Hamilton, Ontario. Ron was interested in one day owning his own business.

Tim Horton, also born in 1930, was originally from Cochrane, Ontario. He was a famous Canadian hockey player who played in the National Hockey League (NHL) for over 22 years. Tim knew that his hockey career wouldn’t last forever, so he opened his own coffee and doughnut shop in 1964.

These two entrepreneurs met when Ron Joyce took over a struggling coffee and doughnut shop that Tim Horton owned and operated in Hamilton. In 1967, Ron and Tim became full partners. With the help of Tim’s noteworthy Canadian name, and Ron’s business savvy, the business flourished. Unfortunately, Tim Horton did not get to see the full extent of the success of his business. In 1974, he was killed in a car accident on the way home from a hockey game. At the time of his death, there were 40 Tim Hortons restaurants. Today, Tim Hortons is the largest restaurant chain in Canada, with over 3700 restaurants across Canada, the United States, and even Kandahar, Afghanistan.

References


Edna Nabess

Edna Nabess can remember being an entrepreneur at a very young age. She remembers spending time with her grandfather selling pelts and fish to locals and tourists in Cormorant, Manitoba (80 km northeast of The Pas).

When Edna was just 23 years old, she opened her own restaurant and grocery store in her community. Many years later, she found herself living in Winkler, Manitoba, again working in the restaurant industry.

Edna had always had a passion for design and fashion, so in her spare time she made moccasins and other design work. She was a single mother of five at the time, but she didn’t let that stop her from pursuing her dreams. Her design work became so popular that in 2001, Edna decided to open White Feather Cree-Ations in The Pas. This retail store carries a variety of Aboriginal art and crafts and specializes in custom-designed leather clothing and moccasins. The store is a celebration of Edna’s Cree ancestry and Aboriginal heritage.

Because of her success, Edna was able to open a second location called Cree-Ations and Artist Showcase in Winnipeg, Manitoba. Today, Edna is very involved in custom design work for her two stores; however, she has now passed on her knowledge to two of her sons who operate the day-to-day business at the two retail stores, with Edna as their mentor. She is also a mentor to many other Aboriginal artists, as her stores buy and sell Aboriginal artwork and beading piecework for their intricate designs. Every fall, Edna is also involved in organizing an annual Manitoba Aboriginal Artist Showcase where Aboriginal artists have an opportunity to learn from experienced mentors on how to market their work.

When asked what advice she would give a young entrepreneur just starting out, Edna advised that staying in school and learning as much as you can is very important. She particularly emphasized the importance of learning marketing and sales skills. She also said that you shouldn’t start your own business because you want to get rich and do nothing; entrepreneurs have to work hard and they need passion and drive to be successful.

Even though running her own business and mentoring others is demanding, Edna continues to wake up every morning excited about each new day that will bring new opportunities. She is so passionate about her business that she even wakes up in the middle of the night with business ideas! Edna does not like the word failure because she doesn’t believe in it; she believes that every day is a learning experience, and she values that. Even when at times things were difficult for Edna, she knew in her heart that she could pursue her passions and she never doubted herself. She hopes to pass this same message along to other Aboriginal artists and young entrepreneurs.

Source

Arnold Asham

Arnold Asham was born in 1951 in Kinosota, Manitoba. When he was 13 years old, he began curling, and his passion for the sport has been going strong ever since. After Arnold finished high school, he moved to Winnipeg and began working for Manitoba Mines and Resources. During this time, he continued curling. One day he discovered an innovative slider for use in curling, and this product, along with his love for the sport of curling, ignited his entrepreneurial spirit. Rumour has it that he would stay up nights making sliders and selling them to his friends and to other curlers.

In 1978, Arnold opened a curling supplies store on McPhillips Street, Winnipeg, under the name Asham. Asham has become one of the most recognizable names in curling (this later became the company slogan too). Over the years, he has won many awards, including the Award of Merit for Business Excellence (1987) and the Aboriginal Business Leader of the Year for Canada (1995). Today, Asham curling products are sold internationally. Arnold’s next big dream is to build the world’s first curling arena in Winnipeg and to set up super leagues for both men and women curlers. Arnold has remained passionate about curling.

Although Arnold Asham is best known in the business world for his curling supply store, he is also making a name for himself in a dance group called the Asham Stompers. The Asham Stompers are a jig and square dance group whose goal is to “recapture and preserve the history of the Métis people.” The dance group has performed at various festivals and events across Canada, including the 2010 Vancouver Olympics. The Asham Dance store (also located at the McPhillips Street location) sells specialized dance shoes and dance outfits.

References


Joe Mimran

Joe Mimran was born in 1952 in Casablanca, Morocco. When he was five years old, his parents moved to Canada and settled in Toronto, Ontario. Joe had a passion for the arts and design at a young age; when he was just 18, he opened a small art gallery. He learned a lot about what it takes to be an entrepreneur by watching his mother, a designer and dressmaker, run her own business. After earning his commerce degree and majoring in accounting at university, he got involved in his mother’s clothing business full time. Over the years, Joe has helped to develop several successful fashion labels, including Alfred Sung, Club Monaco, and Caban. Today, he runs a company called Joseph Mimran & Associates and is the creative director for the Joe Fresh and PC Home lines sold in Superstores across Canada.

References

Learning Activity 1.2

Canadian Entrepreneurs: Scavenger Hunt

To help you learn more about entrepreneurship, you will now complete Learning Activity 1.2. If you have difficulty with this learning activity, contact your tutor/marker or ask your learning partner for help.

1. This learning activity consists of a scavenger hunt. Using resources on the Internet or in your local library, find information about the Canadian entrepreneurs listed in the first column of the following chart. Complete columns two and three of the chart:
   - In column two, identify the business or product name associated with each entrepreneur (or pair of entrepreneurs).
   - In column three, provide a brief description of the business or product.

   continued
## Learning Activity 1.2: Canadian Entrepreneurs: Scavenger Hunt (continued)

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<thead>
<tr>
<th>Canadian Entrepreneurs</th>
<th>Business or Product Name</th>
<th>Brief Description of Business or Product</th>
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<tbody>
<tr>
<td>1. Scott Abbott and Chris Haney</td>
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<td>2. Vickie Kerr</td>
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<td>3. Jimmy Pattison</td>
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<td>4. Christine Magee</td>
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<td>5. Ray St. Germain</td>
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<td>6. Heather Reisman</td>
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Assignment 1.1: Entrepreneurship Reflection

It is now time to apply what you have learned in Lesson 1 by completing Assignment 1.1. The assignment details are provided on the following pages.

Lesson Summary

In this lesson, you learned how to define the term entrepreneur and how to identify entrepreneurial characteristics. You also learned about the different skills required to be an entrepreneur and the advantages and disadvantages of entrepreneurship. You had an opportunity to assess your own entrepreneurial strengths and weaknesses. In addition, you examined the profiles of and found information about some Canadian entrepreneurs.