

The Kingston & Area



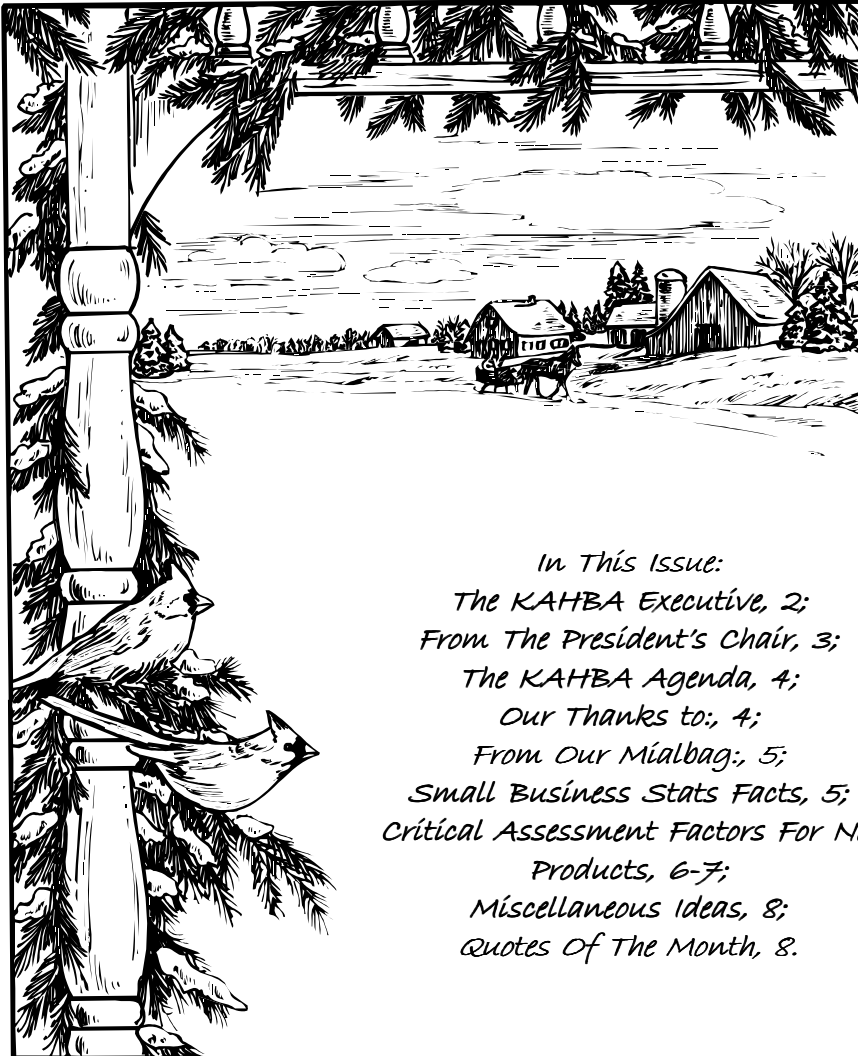
HOME BUSINESS A · S · S · O · C · I · A · T · I · O · N

Volume 9, Issue 8

"PROFIT THROUGH SUPPORT"

January 2001

NEWSLETTER



In This Issue:

The KAHBA Executive, 2;

From The President's Chair, 3;

The KAHBA Agenda, 4;

Our Thanks to:, 4;

From Our Mialbag:, 5;

Small Business Stats Facts, 5;

Critical Assessment Factors For New

Products, 6-7;

Miscellaneous Ideas, 8;

Quotes Of The Month, 8.

KAHBA

The **Kingston & Area Home Business Association (KAHBA)** is a group of home-based entrepreneurs, both full-time and part-time, offering experience, education, information, and support to each other. Membership in the KAHBA costs \$45.00 per year. For more information, please contact Tina Norman, the Membership Director, at 536-0340 or tnorman2@home.com.

The KAHBA Executive

President - Christine Peets
Past President - Ron Dickenson
Vice-president - Judy Lawless
Secretary - Vacant
Treasurer - Heather Simpson
Membership - Tina Norman
Publicity - Paul Grass
Newsletter - Jim Hueglin
Guests - Gerry Koster and Fred Georgeadis

The Next KAHBA Meeting is

8:30 a.m., Saturday, 13 January 2001
at the Crossroads Restaurant
in the Frontenac Mall,
Kingston, Ontario.

Mailing & Drop-off Address

The Kingston & Area
Home Business Association
Mailing & Drop-off address is
208 Glen Castle Road
Kingston, ON K7M 4N6
Courtesy of Elite Office Professionals.

Web Site Address

THE HBA WEB SITE address is
www.king.igs.net/~hba.

From The President's Chair

A New Year's.....

This is the time of year to talk about Resolutions. A lot of people usually decide to:

- a) make them and really stick to them this year; or
- b) not make them, because they never stick to them anyway!

I choose to do neither. Resolutions to me are statements about negative behaviour that you want to change. They usually deal with eating (too much), exercising (not enough), or something else to do for your health.

Rather than focus on the negative, I prefer to "accentuate the positive". To do this, I have a Vision Statement. This is similar to a Mission Statement. In fact, it's almost the same thing, except the Mission Statement sets out what you are going to do. The Vision Statement talks more about what you'd like to be, or the kind of person you want to be.

As I was thinking of my Vision Statement for 2001, I also started to think about a Vision Statement for our Association. Is this the kind of organization that we want to be? These are not just my visions, however. These are talked about in our brochure, on our website, and in the newsletter. I nope everyone in our organization, and everyone who might come to join us this year, share them. You'll notice that everything is in the "future tense" to reflect that this is a vision, and an affirmation:

A Vision Statement

1. The Kingston and Area Home Business Association (KAHBA) will be an important part of the local business community.
2. KAHBA will consist of professional, small business entrepreneurs who are home-based; and of professionals who provide service and support to those entrepreneurs.
3. KAHBA will continue to promote home-based businesses in the community; and will continue to support the validity of those businesses.
4. KAHBA will continue to support its members through the sharing of experience and knowledge.
5. KAHBA will continue to work with other organizations to promote the Kingston area as a vibrant and important centre of commerce in Ontario.
6. KAHBA will continue to promote itself in the community through its website, its newsletter, its brochure, and all media.
7. KAHBA will continue to develop strategic alliances in the business and political arenas to better promote, and support, the growth and development of home-based businesses.
8. KAHBA will continue to promote its growth as an organization by continuing to attract a diversity of businesses.
9. KAHBA will continue to provide opportunities for meeting people in an informal, friendly atmosphere; hearing interesting guest speakers; sharing information; and seeking advice from others.
10. KAHBA will continue to be a lively, proactive group.

Do you share this vision? Do you have things you'd like to add? Many people are looking to 2001 as the "real" beginning of the New Millennium. What better way to start than by having a great vision for the future — personally, and professionally?

I look forward to seeing you at our next meeting on Saturday, January 13. Our guest speaker has not yet been confirmed, but I assure you we will have an interesting time together as we sustain our Vision! Happy New Year!

KAHBA Agenda

Monthly Business Meeting
8:30 a.m., Saturday, January 13, 2001
The Crossroads Restaurant
Frontenac Mall

Order of Business:

1. Member Self-Introductions
2. Approval of Agenda
3. Approval of Minutes from December 9, 2000
4. Old Business:
 - 4.1 New Executive Positions
 - 4.2 Chamber of Commerce Alliance
 - 4.3 KAHBA Spring Social
 - 4.4 Other Old Business
5. New Business
 - 5.1 Promotion and Publicity: Guests, Newsletters, Brochures, Media
 - 5.2 Treasurer's Report
 - 5.3 Membership Report
 - 5.4 Other New Business
6. Member's Forum
7. Guest Speaker
8. 50/50 Draw: Don't forget your loonies and twoonies! No ticket price increase for 2001!
9. Adjournment

*Next Meeting:
Saturday, February 10, 2001*

REMEMBER: February is "Bring A Guest Month". If you are going to be bringing a guest, please be sure to let Christine know. We may have to find a larger room!

Our Thanks To:

It should have been mentioned at the December meeting that **Fred Georgeadis**, owner of **Creative Design Solutions** did a wonderful job designing and making new signs welcoming members and guests to our monthly Breakfast Meetings. The signs were strategically placed on the door and hallway at Crossroads Restaurant so everyone would know they were in the right place, and be able to find the meeting room! Fred will bring the signs to each meeting! We are hoping to get an easel for the sign in the entrance hall to the meeting room to better direct guests to the "back room". Thanks for the great art work, Fred!

Thanks to those who brought donations for the **Food Bank** in December. The bag found its way to the Food Bank set up for students at Queen's University. With rising tuition, book costs, and rents, many students are hard-pressed for enough money for food, so they turn to the Food Bank, especially in the Second Semester. As part of a beginning connection with Queen's (thanks to last month's guest, Ken Nicholds from the Small Business Consulting Centre at the School of Business), I thought we could try and make a monthly donation to this Centre. Simply bringing a non-perishable food item to our meetings from January to April can do this. The goods will be taken to the Queen's Food Bank. All donations will be gratefully accepted. Donations are often good at Christmas and Easter, but low at other times, especially in the winter months.

Advertising Rates

For a business-card-size ad
Members -\$5.00
Non-Members -\$10.00
For a quarter-page ad
Members -\$10.00

From Our Mailbag:

A letter was received from **Opportunities Kingston** (OK) announcing a new community services in partnership with Human Resources Development Canada. There is a Pilot Project to host an "Incubation and Skill Development Centre" where novice entrepreneurs will have access to photocopy, computer and Internet equipment, and hands-on instruction and technical support from their staff. They are also going to be presenting a "Preparation for Self-Employment" workshop series. These activities complement the core program, and may be of interest to our members who are looking to make connections with new entrepreneurs in the area. This may also be another "strategic alliance" to promote awareness of KAHBA to these budding entrepreneurs. OK is located at 354 Montreal Street (you enter the building from the James Street entrance). For more information, you can call 544-9175.

The following was taken from the OK Home Page at <http://www.kingston.org/ok>

OK is a community based, non-profit organization that grew out of a recognition that greater numbers of people are facing decreasing job opportunities, as well as declining levels of support from government assistance programs.

OK works cooperatively with people in the Greater Kingston community to help them achieve greater self reliance by creating profitable work for themselves.

Our peer support and lending program provides an encouraging environment and skills development opportunities to assist you while you evolve your business idea, clarify your business goals and objectives, and launch your small business. Through mutual support and mentoring, our participants are able to develop realistic business plans while gaining access to small loans and an opportunity to establish a business credit rating.

We offer: Individual consultation and business planning; experienced business mentors; regular networking with other new entrepreneurs; training opportunities to help develop your business skills; access to small business loans; opportunity to establish a business credit rating; and a business development library and internet access

Small Business Stats Facts

1. Where are Canadian Venture Capitalists investing their money? In 1999, young technology companies accounted for 80% of the total \$2.2 billion in venture capital investments in all industries in Canada. Source: Business Development Bank of Canada (BDC).

2. What outlook do Canadian Small Businesses have for their own businesses in 2001? 8.5 per cent of Canadian small business owners are expecting a "much stronger" year in 2001. 44.2 per cent of respondents anticipate a "somewhat stronger" year. Source: CFIB.

3. Which provinces had the highest percentage of businesses expecting a stronger year in 2001?

- Ontario 57.2%
- Alberta 56.6%
- Quebec 51.5%
- Nova Scotia 49.3%
- Prince Edward Island 48.5%
- Manitoba 48.3%
- Newfoundland 47.3%
- New Brunswick 47.2%
- British Columbia 46.7%
- Saskatchewan 41.9%

Source: CFIB.

4. What percentage of Small Businesses intend to boost their capital spending in 2001? 26.9 per cent are planning to boost their capital spending. 29.4 per cent intend to reduce their capital purchases. 43.8 per cent are anticipating no change in their spending plans. Source: CFIB.

5. In 1999 what percentage of Canadian Small Businesses had a web site? How does this compare to the year before? How does it compare to the U.S.? In 1998, 6 per cent of Canadian small businesses had a Web site, growing to 13 per cent in 1999. In the U.S., 18 per cent of small businesses had a site in 1998, growing to 28 per cent in 1999. Source: Canadian E-Business Opportunities Roundtable, IDC Canada.

Critical Assessment Factors For New Products

If you are either inventing a new product or considering developing a new product to add to your existing product lines, there are a number of critical factors to consider in assessing how practical this is. The following is a listing of several factors you should consider:

Technical Factors

Function: To what limits will your product function as you have designed or intended it to do?

Production: Can your product be produced at a reasonable and beneficial cost?

Societal Factors

Legality: Is your product subject to any laws that limit, restrict, control, regulate or ban such things as production, ownership, distribution, or operation of the product?

Safety: Is your product dangerous; even if it is used properly?

Environment: Will your product contribute to degradation of our natural resources?

Quality of Life: Will your product generate a net benefit to society?

Marketing Factors

Potential: Is your share of the total market adequate for viable business activity?

Price: What degree of price stability can be reasonably anticipated for your product?

Penetration: Is there adequate revenue potential in a reasonable time frame to justify the effort required?

Predictability: Will changes in market demands be evident in time for adequate management decisions?

Dependence: Does your product depend on the sale of other products to be a success? Would demand for your product fade if that other product was removed from the market?

Demand Curve: Will the demand for your product last long enough to enable you to make a reasonable profit?

Development Potential: Can your product result in a family of products from which you can profit?

Compatibility: Does your product harmonize with current behaviour patterns and ways of doing things?

Learning: Can customers easily understand the correct use of the product?

Need: Does your product solve a pressing problem or fill an urgent need for the customer?

Visibility: Are the advantages and benefits of your product self-evident when the customer hears about your product?

Promotion Cost: Will the cost of promoting your product be reasonable in relation to production cost?

Distribution: Will your product fit easily into established distribution networks, or will it stand alone?

Business Risk Factors

Appearance: How does the customer judge the appearance of your product versus the alternatives?

Function: Does your product work better than the alternatives?

Durability: Will your product last longer than others?

Service: Will your product require less routine service than the competitors?

Price: Do you have a price advantage?

Existing Competition: Is there a serious competitive threat in the market already?

New Competition: Can you anticipate significant, new competitive elements in the near future?

Protection: Does there appear to be a potential to protect your product through patents, trade secrets or other means in a way that is commercially worthwhile?

Stage of Development: How much additional effort and resources are required to bring your product to a marketable or a license ready state?

Research and Development: What magnitude or complexity of applied development will be required to sustain your product in the marketplace?

Marketing Research: What magnitude of effort will be required to define the product, place, price and promotion that the whole marketing channel finds acceptable?

Marketing Investment: Is a much larger investment required to bring the product to market?

Payback Period: Is the time required to recover your investment shorter than the peak demand threshold?

Profitability: Is there real potential to generate adequate profits to make the venture viable?

Commercialization

License: Does your product have more potential and greater returns in the form of royalties or assignment fees?

Existing Business: Can your product be suitably commercialized from within your own existing business?

New Business: Would commercial advantages be served if your products were used to establish a new business?

Part-Time: Could you effectively manufacture and sell your own product on a part-time basis?

Prepared by: Saskatchewan Economic and Co-operative Development, Regional Economic Development Services

Next Meeting

Please note that the next monthly meeting of the Association, on Saturday, 13 January 2001, will be held in the Crossroads Restaurant in the Frontenac Mall.

The restaurant will open at 8:00 a.m. for Networking. Our meeting begins at 8:30 a.m.

Enter the Mall through the doors to the right of the Bell Mobility sign and take the first door on the right to enter the restaurant.

The staff at the restaurant have requested that we seat ourselves promptly and place our breakfast orders with them as close to 8:30 a.m. as possible in order that they have time to serve us and be ready to open the restaurant to the public at 9:00 a.m. Once you have placed your order, and the servers know where you are sitting, there will be some time for networking.

A prompt start to the meeting means we will finish our business quickly leaving time for networking after the meeting, or getting on with other activities. Starting at 8:30 a.m. means we are adjourned by 10:30 a.m.

Your co-operation is most appreciated by the staff of the restaurant, and by the Executive of the KAHBA.

Miscellaneous Ideas

Give an Unexpected Free Gift: Free gifts, like a coupon for a discount with the next purchase, can be especially effective when given for no apparent reason-- just for being a good customer!

Charge Less Than the Original Estimate: Everyone likes to be surprised by paying less than expected for a purchase. Underpromise and over deliver!

Finish the Job Faster Than Estimated: Everyone likes to be surprised by having a job finished faster than expected.

Make Your Customers Feel Special: Keep a file on your customers so you know them and their needs. We all want to go a place where everyone knows your name.

Be Accessible: Don't forget your customers once you make the sale. Keep in touch and promptly respond to all calls, faxes and letters.

Guarantee Satisfaction: Offer a guarantee and back it up. If your customer has a problem, surprise them by fixing it quickly and happily.

Quotes Of The Month By Anon

A penny saved is a penny earned.

The closest one can get to perfection is on a resume.

Fine - a tax for doing wrong.

Tax - a fine for doing fine.

When you own your own business, you only have to work half a day. You can do anything you want with the other twelve hours.