

# Community Futures

## BUSINESS NEWSLETTER

### WHAT IS COMMUNITY FUTURES?

Community Futures Lac La Biche office is a non-profit organization dedicated to building an economically diverse future for the communities of our region.

Staffed by business professionals and guided by a volunteer Board of Directors, we are more than just a business lender. With over 30 years of experience helping rural entrepreneurs grow and thrive as small business owners, we understand where you are now and where you want to go.

Our services for small businesses help Lac La Biche & region residents start, grow, expand, franchise, or sell their businesses.

With flexible business loans and free one-on-one assistance, we are here to help you achieve your business goals.

Contact Us!  
780-623-2662  
www.cfllb.com  
contact@cfllb.com

### SMALL BUSINESS MARKETING GUIDE

How do you know if radio advertising or Facebook advertising works? The truth is, without a clear strategy, there really isn't any way to know what marketing tactics and tools will be successful. Whether you are starting out or rethinking your existing marketing strategy, this checklist will help you become more successful in your efforts.

Many small businesses try to be "all things to all people" but success is usually found by serving a narrowly defined niche market well.

Download the worksheet below.



### BUYING A BUSINESS CHECKLIST

When buying a business, there are some essential things that you need to take into consideration. However, before diving into a due diligence checklist, you should ask yourself a few simple questions:

- Are you passionate about this business and its niche?
- Are you buying out a competitor for its talent or product offering?
- Does it fit with your personal, lifestyle and financial goals?
- Is the business shrinking or growing?
- What are the pros & cons of purchasing this specific business?

Download the guide below.



### COMMUNITY EVENT: PLAMONDON MUD BOGS

Join us for mud races, children's festival, pancake breakfast, slo-pitch, open air dance (Friday), double band stand (Saturday), and more!!! It is going to be a great weekend :)

Friday, July 7 to Sunday July 9, 2023, at the Plamondon Festival Centre Grounds & Festival Fields.





## MARKETING 101

Join us on July 12, 2023, from 12:00 pm to 1:00 pm, either in person or online for this Marketing 101 session.

Now that you are a business owner, most likely you are also the promoter, salesperson, advertiser, and marketer, but what does all that really mean? This session will start with the basics of Marketing including the 4 P's and market segments. It will give you a foundation for building an effective marketing strategy that is focused and based on what is best for your business.

Topics we will cover include:

- Marketing Basics
- The 4 P's
- Market Segments

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## CASH FLOW 101

Join us on July 25, 2023, from 12:00 pm to 1:00 pm either in person or online for this CashFlow 101 training session.

Having a clear multi-year cash flow projection can help you and your business manage seasonality, slow times, and busy times. It can help you prepare for big capital or inventory purchases, or to better manage the inflow of revenues. Join us to learn the basics of cash flow and how to manage it effectively.

Topics we will cover include:

- CashFlow Projections
- Manage Cash Inflows & Outflows
- CashFlow Best Practices & Tips

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## HOW TO EVALUATE A CAPITAL INVESTMENT: 5 QUESTIONS TO ASK

A capital investment can be a crucial step in growing your business and achieving your strategic goals. Or it could saddle you with soaring, unexpected costs that imperil your finances and derail your growth. Whether it's machinery, equipment, real estate, vehicles, software or hardware, the success of a capital expenditure often depends on whether you adequately planned the purchase and aligned it well with your business strategy.

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## WOMEN'S CAPITAL GROWTH INITIATIVE IS BACK

The Alberta Government has made available loans to help support women entrepreneurs. These loans have favourable qualities, such as an interest-only period and a forgivable portion.

Funds for these loans are limited and on a first come first serve bases. Please contact Community Futures Lac La Biche for more information or complete the eligibility assessment with the link below.

[CLICK HERE](#)

