



## **STARTING YOUR OWN BUSINESS**

[www.costi.org/onlineservices](http://www.costi.org/onlineservices)

COSTI has designed a Self-Employment Course to help you decide whether self-employment is for you and to help you develop the tools you will need to start your own business in Canada.

Upon completion of this course, you will have:

- information about self-employment in Canada
- a good idea whether self-employment is for you
- a basic understanding of the skills needed for success as the owner of your own business

You will also benefit from COSTI's on line facilitators, who will assist you with your job search. In addition, you will have the opportunity to network with other course participants and learn from each other. Below is an overview of what will be covered in our course:

### **Module 1: Is Self-Employment Right for Me?**

- Motivation to be self-employed
- Advantages and disadvantages to being self-employed
- Personality traits of entrepreneurs
- People skills
- Statistics and definitions related to self-employment

### **Module 2: Skills Needed in Self Employment**

- Using industry knowledge, technical skills and management skills to start a business
- The need for financial management skills
- Identify your business skills
- Identify your financial skills

### **Module 3: Business Ideas**

- Develop business ideas
- Identifying problems and solutions
- Assess business ideas
- Research trends
- Brainstorm solutions
- Assess your and others business ideas

### **Module 4: Entering the Market**

- Three options for entering the market
- Three legal structures for your business
- Research franchises and partnerships
- Decide on a business structure
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### **Module 5: Business Plan Research**

- Completing primary and secondary business research
- Researching your industry, market and customer
- Start researching your business idea formally
- Complete a swot analysis

Once you complete this course you may decide to continue with the Starting Your Own Business part 2. The second course focuses on developing a Business Plan and Marketing strategies.