

HOW TO START A GREEN BUSINESS

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ST. CATHARINES
ENTERPRISE CENTRE 

Ontario 

AGENDA

About Our Team

Exploring Viability

The Marketing Mix

Understanding Barriers to Entry

ABOUT OUR TEAM



- 47 Small Business Offices Across Ontario
- General business information requests
- Business seminars and events
- Market research guidance
- Business plan review
- Business consultations

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GREEN ISN'T JUST THIS...



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GREEN IS ALSO THIS...



- Laundry detergent strips
- Reusable feminine hygiene products
- Produce bags
- Using seconds to reduce food waste

What are some others!?



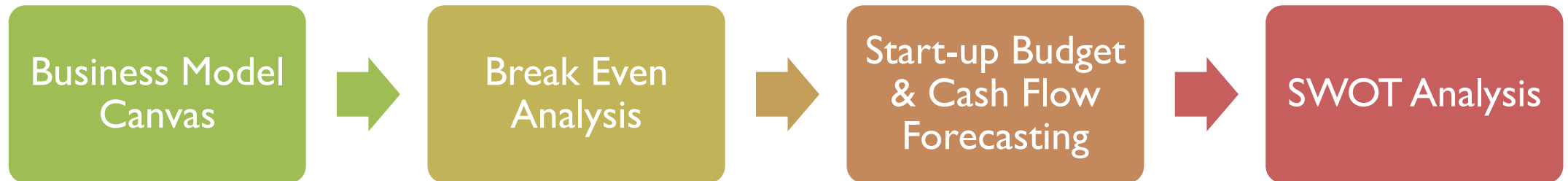
EXPLORING VIABILITY

Research is KEY! Rapid fire questions you should be able to answer...

1. What are the industry and consumer trends?
2. Are there barriers to entry?
3. Who is your target client?
4. Are there enough of them for you to make a living?
5. What are my start-up costs?
6. Who are my suppliers?
7. Where will I get the money needed to start?
8. What sets my business apart from the competition?

EXPLORING VIABILITY

Tools to Help You Evaluate Your Idea



THE MARKETING MIX



PRODUCT



PRICE



PLACE



PROMOTION

UNDERSTANDING BARRIERS TO ENTRY



Land



Labour



Capital



Intellectual Property



UNDERSTANDING BARRIERS TO ENTRY

Government Regulations

1. Licensing
2. Taxation
3. Insurance

Funding Your Start-up

1. Your Savings
2. Love Money
3. Loan
4. MAYBE a grant

THANK-YOU!

GRACIAS!

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