

VOICE OF BUSINESS

Connecting Voices. Building Business

Find us on Facebook
www.battlefordschamber.com
P.O. Box 1000
North Battleford SK S9A 3E6
Phone: 306-445-6226



"A Portrait of Small Business in Canada: Adaption, Agility, All At Once"

-Canadian Chamber of Commerce, Business Data Lab Report with Amazon Canada

The Canadian Chamber of Commerce's Business Data Lab (BDL) released its latest report Monday, highlighting the new reality for small businesses in Canada's post-pandemic retail landscape, which has been beset by shifting consumer behaviours.

The report, entitled, A Portrait of Small Business in Canada: Adaption, Agility, All At Once, explores the integral role small businesses play in Canada's economy and sheds light on how these businesses can thrive despite major economic forces working against them — including the rising cost of doing business, the highest borrowing costs in over two decades and increased pandemic debt loads.

While 98 per cent of Canadian businesses qualify as small businesses, the report goes further in illustrating that micro firms are by far the most common businesses type in Canada, with the median firm having fewer than five employees. This underscores the importance of improving our understanding of the business realities of all small firms, but especially micro firms, while ensuring that adequate financial, operational and regulatory support measures boost the resilience of small and micro businesses for the sake of Canada's economy. Put simply, the survival of micro firms is a macroeconomic issue for Canada.

The report also explores the unique realities, challenges and opportunities for small businesses owned by women, persons with disabilities, members of the LGBTQ2s+ community, immigrants to Canada, Indigenous peoples and visible minorities.

Small businesses aren't small — they make up 98% of all of Canada's businesses, and this report underlines their importance to strengthening our economy.

While economic and technological shocks will always be a constant feature of our world, small businesses will need to continue adapting and innovating to stay competitive and satisfy consumer preferences.

"The report highlights that both those who run businesses and policymakers need to carefully consider new strategies if we're going to strengthen small business in Canada," says Marwa Abdou, the report's author and BDL Senior Research Director. "And for its part, government will need to be agile in providing more tailored, strategic and innovative ways to support small business. Small businesses need funding, but they also need resources to help manage costs, innovate, grow, and get exposure to new customers and markets by developing their online visibility, building their reputations, and leveraging accurate and engaging digital information."

The report shows how small businesses of all sizes, ages and industries are already investing in technology to better access data and applications from their computers, tablets or mobile phones — 2 whether in the office or on the road — to connect better with their customers and employees. However, as the report points out, a business's size is important to its ability to not only adopt technology, but also take advantage of a variety of technology tools. The report finds that even more change is essential.

It also highlights trends to help small businesses adapt to how Canadian shoppers have evolved. While online shopping accelerated as a result of the pandemic, roughly 75% of Canadian shoppers still visit physical stores for key items like groceries, clothing, automotive, electronics, home and garden, and health products. To meet consumer preferences, businesses need to implement on and offline sales strategies to reach customers.

"This report provides yet another signal that we need to focus on supporting growth, especially among small businesses," says Perrin Beatty, President and CEO of the Canadian Chamber. "We can start by reducing red tape, investing in infrastructure, and enabling an innovation economy. These fundamentals of growth will increase Canadian businesses' ability to compete and attract investment that will benefit Canadians, their families, and our communities."



118th Annual Chair's Luncheon

-Battlefords & District Chamber of Commerce

On Tuesday, January 30th, 2024, a new Chair of the board of directors of the Battlefords & District Chamber of Commerce was inducted to serve for the upcoming term. His Worship Ames Leslie, Mayor of the Town of Battleford conducted the induction ceremony for Glenda Rye, of North Battleford Luk Plumbing Heating & Electric Ltd., along with a Vice Chair, Donna Lehmann of Westland Insurance, and a 2nd Vice Chair, Ashlee Babi of the CIBC. Together with the other 14 member board of directors, they will lead the business community through what is to be, no doubt, a hectic year, with at least 2 elections, provincial and municipal, and significant other business related issues on the horizon.

The local Chamber has a strong history of business people stepping forward to serve their peers in these leadership capacities, and lead the charge when it comes to issues that face business in the community and region. Glenda, Donna and Ashlee will now be in that same line-up of those who serve. We appreciate them and the work that they have done and will do on behalf of business members in the Battlefords.

We also said a big thank you to now Past Chair Kayla Petersen who served as Chair in 2023. Business people who volunteer to serve on local boards of directors, and in particular, the Chamber of Commerce board, give of themselves, time away from their families, their own business ventures to make sure the Battlefords is the best place to live, work and do business.

Thank you to all of the Chamber volunteers who make such a difference.



SASKATCHEWAN
CHAMBER OF COMMERCE



The Saskatchewan Chamber of Commerce proudly announced the launch of its new brand, marking a pivotal moment in its journey while honouring its rich history of success. This rebranding initiative reflects the Chamber's commitment to inclusivity and adaptability in meeting the evolving needs of Saskatchewan's business community.

The Chamber recognizes the vital contribution of its previous brand in shaping its legacy. "Our former brand served as a beacon, guiding us to where we are today. It has been the cornerstone of our success, and we pay homage to our roots and traditions," said Prabha Ramaswamy, CEO of the Saskatchewan Chamber of Commerce.

Ramaswamy also states, "our brand embodies the essence of Saskatchewan — our province's shape remains at the forefront, a testament to our roots and purpose. The upward lines symbolize not only growth and expansion, but also the endless opportunities that transcend our borders. Drawing from the inspiration of our prairie landscape, the vibrant colors within our logo vividly echo our rich heritage."

Watch for this new logo with media and news stories moving forward.

GET CONNECTED IN 2024!

Calendar of Events:

Annual Meeting of Members

Tuesday, February 13th, 2024

12 Noon to 1 p.m.

Location: Balych Mural Meeting Room Battlefords & District Chamber of Commerce Lunch included.



The Power Hour – A Chat with our Elected Leaders

Friday, March 8th, 2024

11:45 a.m. to 1:15 p.m.

Location: Western Development Museum North Battleford, SK.

Sponsored by: HRO Chartered Professional Accountants



The Chamber Advantage



New Chamber of Commerce Members:

-  **CJWW - Chamber of Commerce Members:**
CJWW - Saskatoon Media Group
219 Robin Crescent, Saskatoon, SK.
1-306-244-1975
-  **Dutchmen Oilfield Contracting**
P.O. Box# 207, Kerrobert, SK.
1-306-494-7123
-  **Northwest Professional Services**
1201-102nd Street, North Battleford, SK.
306-445-1383

"When there was one cost of business I didn't have to stress over."



Talk with your local advisor:
Aaron Cadrin
306-441-8269

Chambers Plan
Employee Benefits