

# COMMUNICATION DIGITALE INTERNE

Your organisation is as good as its people

## LA MARQUE EMPLOYEUR

Careful research of the industry and consumer makeup must be conducted before starting up a business. Some business owners choose to hire market research firms to aid them.



## LES TALENTS, LES COLLABORATEURS CHANGENT

Question de générations, question outils, question sociétales... peu importe, les talents de l'entreprise changent et les ressources humaines suivent et anticipent ces évolutions

## EQUIPMENT & SUPPLIES

Every business type requires some form of equipment and basic supplies. Before adding equipment expense to the list of startup costs, a decision has to be made: to lease, or to buy.



## ADVERTISING & PROMOTION

Advertising and promoting the business is much more than ad placement. It also includes marketing - everything a company does in order to attract clients to the business.

## BORROWING COSTS

Starting up any kind of business requires an infusion of capital. There are two ways to acquire capital for a business: equity financing and debt financing.

