

TruNorth Survival Solutions

Dec. 8th, 2023

**Business Proposal**

Ryley Goodine ( [goodiner@mymacewan.ca](mailto:goodiner@mymacewan.ca) )

Rhys Mazur ( [mazurr3@mymacewan.ca](mailto:mazurr3@mymacewan.ca) )

Althea Clarain ( [clarina@mymacewan.ca](mailto:clarina@mymacewan.ca) )

Spencer Standeven ( [standevens@mymacewan.ca](mailto:standevens@mymacewan.ca) )

Connor Hayman ( [haymanc3@mymacewan.ca](mailto:haymanc3@mymacewan.ca) )

Yonas Yifruhe ( [yifruhey2@mymacewan.ca](mailto:yifruhey2@mymacewan.ca) )

Pratham Walia ( [waliap4@mymacewan.ca](mailto:waliap4@mymacewan.ca) )

Tharah Bate ( [batet@mymacewan.ca](mailto:batet@mymacewan.ca) )

# Executive Summary

***TruNorth Survival Solutions: Pioneering Regionalized Emergency Preparedness***

## Key Offerings:

* Canadian Northwest Specialized First Aid Kit: TruNorth's “Klondike Kit” is thoughtfully designed for the Canadian Northwest, offering essential medical supplies alongside a comprehensive guidebook. This guide imparts localized knowledge, providing insights into the use of regional natural remedies and emergency techniques tailored to the Canadian Northwest's unique environment.

## Differentiation Factors:

* Regional Expertise: TruNorth stands out by aligning its products with the distinct challenges of the Canadian Northwest. Our first aid kit reflects a deep understanding of the region's vast landscapes and varying climates, ensuring its effectiveness in diverse and challenging situations.
* Empowering Knowledge Guide: Beyond traditional first aid, our kits include a guidebook offering insights into the effective use of local natural resources and emergency tricks. This knowledge is invaluable, particularly in scenarios where conventional communication may be limited due to the region's sparse population.

## Target Market:

TruNorth's offerings cater to outdoor enthusiasts, adventurers, and residents of the Canadian Northwest region who recognize the importance of preparedness in the face of unique environmental challenges. Our products resonate with those who value self-sufficiency, especially in situations where conventional resources may be scarce.

## Future Vision:

As TruNorth establishes itself in the market, we envision expanding our product line to offer a comprehensive range of survival solutions tailored to the Canadian Northwest. We commit to becoming a trusted resource for individuals and organizations seeking practical and region-specific survival and emergency preparedness solutions.

In conclusion, TruNorth Survival Solutions, based in Edmonton, is dedicated to providing essential products and localized knowledge for the Canadian Northwest. Our focus on regional expertise positions us as a leader in delivering practical and relevant solutions for the challenges of this expansive and diverse geographic area.

# Company Overview

**Problem statement:**

TruNorth Survivals was created because our team noticed a significant safety problem for people who love the outdoors. Regular first aid kits don’t cut when you’re out in the wild. They lack essential items, leaving people unprepared for emergency situations. Our goal is to fix this issue. We want to ensure people have the right tools and knowledge to stay safe during outdoor adventures. We are not just a business; we are the solution to these problems. We're passionate about ensuring people can explore the outdoors with confidence. Our mission is to offer intelligent and tailored solutions for the risks of outdoor activities. We understand the challenges and are committed to providing people with the right tools and knowledge to handle them. By doing this, we are not just selling products but are changing the game for outdoor safety. We want everyone to be ready and feel secure when they're out. TruNorth Survivals is all about being a reliable and responsible choice, ensuring that every outdoor journey is met with confidence, preparedness, and security.

## Mission statement:

To empower people worldwide to bear the wilderness confidently and safely.

## Vision:

We want to reduce the number of injuries each day in the wilderness, allowing adventures worldwide to feel preferred and ready to challenge any obstacle they come across.

## Values

* Emergency Preparedness: We are committed to providing essential support by creating a high-quality medical kit that meets the safety needs of any outdoor enthusiast.
* Environmentalism: We are dedicated to protecting the beautiful Canadian Northwest so that it may be appreciated by modern adventure enthusiasts and generations to come by reducing waste and incorporating eco-friendly packaging wherever possible.
* Quality: We aim to bring the best product to any outdoor enthusiast by offering reliable, high-quality products that anyone can trust in an emergency.

## Goals and Objectives

* Goal: Reach profitability
  + Objective: Meet a sales target of 12,226 units
* Goal: Increase customer satisfaction
  + Objective: Meet a 95% average satisfaction in Net Promoter Score Surveys
* Goal: Increase brand presence and awareness
  + Objective: Obtain a following of 20,000 on each social media platform

# Analysis and Strategy

## Industry Analysis

* Almost 1-in-10 Canadians live in Alberta (9%), but residents of Alberta are twice as likely to be Hard-Core Outdoor Adventure Enthusiasts (18%), as their share of the total adult population would suggest. (Government of Canada, 2003)
* A new survey found that seven out of 10 adult residents in British Columbia have participated in outdoor activities, such as hiking, skiing or canoeing, in the past year. (CBC, June 3, 2023)
* People want to see more aggressive action, with 87% of respondents stating more companies should work to increase the extent they integrate environmental concerns into their products, services, and operations. (Kachaner, N., Nielsen, J., Portafaix, A., & Rodzko, F. 2023)
* In a survey conducted by Morning Consult, 30% of Gen Z adults take at least 1-2 trips per year, with 52% of Gen Z adults taking more than 3+ trips. The survey also shows that 58% of Gen Z prefer to explore nature while travelling. (Pitrelli, M. 2023, April 17)

Government of Canada, Public Services and Procurement Canada, Integrated Services Branch, Government Information Services, Publishing and Depository Services. (n.d.). *Information archivée dans le Web*. Information Archived on the Web. <https://publications.gc.ca/collections/Collection/C86-159-2003E.pdf>

*New survey highlights British Columbians’ love of the outdoors*. (2023, June 3). *CBC*. <https://www.cbc.ca/news/canada/british-columbia/outdoor-recreation-council-of-b-c-2023-survey-1.6865041>

Kachaner, N., Nielsen, J., Portafaix, A., & Rodzko, F. (2023). *The pandemic is heightening environmental awareness*. *Canada - EN*. <https://www.bcg.com/en-ca/publications/2020/pandemic-is-heightening-environmental-awareness#:~:text=A%20recent%20BCG%20survey%20of,The%20heightened%20awareness%20is%20striking>

Pitrelli, M. (2023, April 17). Gen Zs don’t have a lot of money, but they’re traveling anyway. *CNBC*. <https://www.cnbc.com/2023/04/17/gen-z-travel-trends-travel-often-save-money-and-seek-adventure-.html>

## Market Analysis

* ***Survival Tools Market***
  + The global *survival tools* market size is expected to spur significantly from *$1159.5 Million* in 2021 to *$2460.6 Million* in 2030. The market is likely to rise with a CAGR of *7.4%* during the forecast period. (Zion Market Research)
* ***Outdoor Travel Market***
  + The Adventure Travel Trade Association estimates the adventure travel market in North and South America and Europe is worth $263 billion US. (Outdoor Adventure | Destination BC)
* ***Hiking Gear and Equipment Market***
  + Hiking Gear And Equipment Market size was valued at USD 4.79 Billion in 2022 and is projected to reach USD 8.69 Billion by 2030, growing at a CAGR of 7.7% from 2023 to 2030. ( Verified Market Research, 2023, January 20)

*Outdoor adventure at a glance in British Columbia*

<https://www.destinationbc.ca/content/uploads/2018/05/Tourism-Sector-Profile_OutdoorAdventure_May2014.pdf>

Research, Z. M. (n.d.). *Global Survival Tools market to grow at a CAGR of 7.4% by 2030*. Zion Market Research. <https://www.zionmarketresearch.com/news/global-survival-tools-market>

Verified Market Research. (2023, January 20) *Hiking Gear And Equipment Market Size, Share, Opportunities & Forecast.* <https://www.verifiedmarketresearch.com/product/hiking-gear-equipment-market/#:~:text=Hiking%20Gear%20And%20Equipment%20Market%20Size%20And%20Forecast,7.7%25%20from%202023%20to%202030>

## Target Market Analysis

These are distinct segments of outdoor enthusiasts, each with unique preferences and needs.

* ***Wilderness Hikers***
  + For wilderness hikers, their diverse and curious nature leads them to find solace in untamed landscapes, seeking mental escape and a connection with the earth (Parks Canada Agency, Government of Canada, 2023). The Hiking Gear and Equipment Market's projected growth, reaching USD 8.69 Billion by 2030, highlights the increasing demand for hiking-related products (Verified Market Research, 2023)
* ***Mountain Cyclists***
  + Mountain cyclists, enjoying the thrill of off-pavement exploration, contribute to the growing global bicycle safety gear market, expected to reach multi-million USD by 2033 (REI, 2023; Vyas. A, n.d.).
* ***Adventure Motorcyclists***
  + Adventure motorcyclists, driven by the inherent adventuring gene, contribute to the expanding global adventure motorcycle market projected to grow at a CAGR of 8.7% from 2024 to 2032 (Expert Market Research, n.d.).

Though many other target market sectors can be covered to encompass the entirety of our potential client base, understanding the competitive landscape in these sectors is vital for TruNorth to tailor its products and services to meet the specific needs of these adventure-seeking consumers.

Parks Canada Agency, Government of Canada. (2023, February 22).

<https://parks.canada.ca/agence-agency/bib-lib/rapports-reports/rmr-dpr/03312023>

Verified Market Research. (2023, January 20). Hiking Gear And Equipment Market Size And Forecast.

<https://www.verifiedmarketresearch.com/product/hiking-gear-equipment-market/>

Vyas. A. (n.d.). Regional Research Reports. Global bicycle safety gear market size and forecast.

<https://www.linkedin.com/pulse/bike-safety-gear-market-size-reach-us-2171-million-2033-ankush-vyas#:~:text=Ankush%20Vyas,-WordPress%20developer%20at&text=According%20to%20Regional%20Research%20Reports,forecast%20period%20of%202023%2D2033.>

Expert Market Research. (n.d). Global adventure motorcycle market size and forecast.

<https://www.prnewswire.com/news-releases/adventure-motorcycle-market-to-reach-64-4-billion-globally-by-2032-at-7-5-cagr-allied-market-research-301988078.html#:~:text=According%20to%20the%20report%2C%20the,7.5%25%20from%202023%20to%202032.>

## Competition

Our analysis of the competition encompasses three formidable brands:

* ***Canadian Safety Supplies*** (Direct Competitor)
  + Offers a variety of first aid kits and supplies, capturing a wide market for safety equipment through their online presence.
* ***MyMedic*** (Direct Competitor)
  + Focuses solely on emergency response products, setting itself apart from TruNorth's comprehensive wilderness survival solutions
* ***The North Face*** (Indirect Competitor)
  + Caters to outdoor clothing and gear seekers, appealing to a similar audience as TruNorth.

To reach and engage outdoor enthusiasts interested in preparedness and safety, TruNorth may consider strategic collaborations, such as sponsorship opportunities or specialty products.

Canadian Safety Supplies Website: Canadian Safety Supplies. (n.d.).[www.canadiansafetysupplies.com](http://www.canadiansafetysupplies.com)

MyMedic Website: MyMedic. (n.d.).

[www.mymedic.com](http://www.mymedic.com)

The North Face Website: The North Face. (n.d.).

[www.thenorthface.com](https://chat.openai.com/www.thenorthface.com)

## Competitive Advantage

TruNorth's competitive advantage stems from its

**Differentiation**

* Regional Expertise
  + TruNorth is the only known Emergency Preparedness product provider that sells products specifically created for use in the Canadian Northwest Wildlands. All of the founders have experience in this area.
* Alternative Approach
  + TruNorth takes a sustainable approach to helping deliver safety to our customers, specifically from the standpoint of providing long-lasting products and knowledge.

# Marketing

## Brand Image

***“Value for Money”***

* High quality products at a reasonable price point.
* ensures that customers get the best value for their money.
* Aligns with our mission to provide reliable, cost-effective survival solutions to outdoor enthusiasts, ensuring they are well-prepared for emergency situations.

## Product Description

**Breakout Product:**

* ***“Klondike Kit”***

Compact, lightweight first aid kit designed specifically for remote areas in the Canadian Northwest Wildlands

**Includes:**

* essential supplies
* informative booklets on natural remedies and emergency procedures.

**What sets us apart our sustainability focus**:

* Offering long-term use through reusable components.
* Equipping adventurers for the challenges of the wilderness, even in communication blackouts, ensuring their safety and preparedness.

## Pricing Strategy

**Short Term:**

* **Penetration pricing**
  + Set our product price to $30.00 (as market interjection price) to increase our clientele and aid in the development of brand recognition.

One of the largest competitors we have is *Adventure Medical Kits*, they have a similar product that they are selling for $37.99 on *Amazon* ([Adventure Medical Mountain Hiker Kit](https://www.amazon.ca/Adventure-Medical-Mountain-Hiker-Kit/dp/B07MN6CQLJ/ref=dp_fod_sccl_1/147-8889800-0437462?pd_rd_w=fdfzB&content-id=amzn1.sym.f099270d-f308-4161-ba1b-1c47577a877c&pf_rd_p=f099270d-f308-4161-ba1b-1c47577a877c&pf_rd_r=BRQ458K0GVQVZEGZRXCJ&pd_rd_wg=evUYi&pd_rd_r=e054b580-5a53-49a2-9710-6a1db6e6c320&pd_rd_i=B07MN6CQLJ&psc=1)).Our short-term pricing strategy is to

**Long Term:**

* **Bundle Pricing**
  + Bundle kit with membership
  + Loyalty program (TruSurvivor’s Club), where members get access to new products a month in advance, receive access to major discounts on replacement kits once their old kits expire (up to 40% off), and free warranty plans on all products. Memberships are a monthly subscription at $3.99, with the first month being free with a purchase of our kit. This membership subscription program will increase our customer lifetime value through brand loyalty.
* **Value-based Pricing**
  + Prices based on the customers perceived value of the product.
  + Adjusting
  + product to better fit the market.
  + Our mission is to provide specific products and services for a relatively narrow target market without exact substitutes.

*Amazon (n.d.) Adventure Medical Kits Adventure Medical Kits Mountain Series Hiker First Aid Kit.*

<https://www.amazon.ca/Adventure-Medical-Mountain-Hiker-Kit/dp/B07MN6CQLJ/ref=dp_fod_sccl_1/147-8889800-0437462?pd_rd_w=fdfzB&content-id=amzn1.sym.f099270d-f308-4161-ba1b-1c47577a877c&pf_rd_p=f099270d-f308-4161-ba1b-1c47577a877c&pf_rd_r=BRQ458K0GVQVZEGZRXCJ&pd_rd_wg=evUYi&pd_rd_r=e054b580-5a53-49a2-9710-6a1db6e6c320&pd_rd_i=B07MN6CQLJ&psc=1>

## Location

**Physical:**

* Positioning the product in retail outlets tailored to our specific target market. (Stores that sell products and services to Canadian Wilderness enthusiasts in the Edmonton area
  + Totem Outfitters
  + Cranky’s Bike Shop
  + MEC Edmonton
  + Breathe Outdoors
  + Mountain Warehouse

**Online:**

* Streamlined, efficient e-commerce website that makes it easy for customers to purchase our products. With our main focus on e-commerce, we would also like to develop an online community within the page.
* Hosted on Squarespace
* Easy of access, relatively inexpensive, supports commerce sites
* Mobile Friendly
  + According to stats from the new SaleCycle 2023 Ecommerce Stats & Trends Report – and previous reports – mobile accounts for the majority of visits to e-retailers, as much as 75% compared to desktop. (<https://www.broadbandsearch.net/blog/mobile-desktop-internet-usage-statistics>)

# 

# Management and Human Resources

**Management and Staff (Permanent Contract):**

**Marketing Director:**

* Salary ~ $65.5K/yr
* Duties:
  + Managing brand partnership growth strategies.
  + Creating physical advertisements.
  + Establishing a seamless stream of social media posts.
  + Evaluating audience interaction with advertising and social media content.
  + Working hand-in-hand with an E-Commerce/IT Manager.
* <https://www.glassdoor.com/Salary/Silk-Road-Medical-Salaries-E1423931.htm>

**Shipper:**

* Salary ~ $38.5/yr
* Duties:
  + Filling customer orders and ensuring the quality of these orders meets the company standards.
  + Preparing bills, invoices, and other shipping documents.
  + Assembling containers and crates, packing goods to be shipped, and preparing identifying information and shipping instructions.
  + Tracking, tracing, and updating the status of incoming and outgoing shipments.
* <https://www.glassdoor.com/Salary/MyMedic-Operations-Salaries-EI_IE4416485.0,7_DEPT1016.htm>

**IT Support:**

* Salary ~ $64k/yr
* Duties:
  + Building/ Managing the website.
  + Integrating e-commerce for online presence.
  + Ensuring online security.
  + Working hand-in-hand with Shipper and Marketer.
* <https://www.glassdoor.com/Salaries/alberta-it-support-salary-SRCH_IL.0,7_IS4074_KO8,18.htm>

**Product Assembly Personnel**

* Salary ~ $43.5k/yr
* Duties:
  + Sorting and organizing bulk resources.
  + Assembling products from stocked, bulk resources.
  + Work Hand-in-hand with Shipping/Receiving.
* <https://www.glassdoor.com/Salary/MyMedic-Medical-Kit-Assembler-Salaries-E4416485_D_KO8,29.htm>

**Advisors and Consultants (temporary/seasonal employment):**

**Lawyer:**

* Salary:
  + ~ $64.43/hr
  + Accumulation of approximately 4 months per month
  + ~ $257.88/month
* Duties:
  + Needed to help craft contracts.
  + Will ensure that all areas of the company have regulatory compliance.
  + Helps draft a code of conduct for all members of the company to follow.
* <https://www.glassdoor.com/Salaries/us-business-lawyer-salary-SRCH_IL.0,2_IN1_KO3,18.htm>

**Bookkeeper:**

* Salary:
  + ~ $24.04/hr
  + Approximately one day (8 Hours) every two weeks to assess books
  + ~ $384.64/month
* Duties:
  + Oversees our company’s financial data.
  + Maintains records for our company's accounts payable/receivable, payroll, and reconciliations.
* <https://www.glassdoor.com/Salaries/us-bookkeeper-salary-SRCH_IL.0,2_IN1_KO3,13.htm>

**Financial Advisor:**

* Salary:
  + ~ $65/hr
  + Approximately one day (8 hours) of consultation per tax year
  + ~ $43.33/month
* Duties:
  + Provides counsel on financial decisions.
  + Analyzes the company's financial records and sets goals for the company to reach through a financial strategy.
  + Counsels on possibilities to expand the company.
* <https://www.glassdoor.com/Salaries/us-financial-advisor-salary-SRCH_IL.0,2_IN1_KO3,20.htm>

# 

# Operations

**Starting Up:**

**Warehouse/Office:**

* A lease on a warehouse will be needed fo rmanfuacturing and storing our product.
* Having a lease for an office where our costumer service, marketing director, and other administrative employees work from will also be highly valuable.

**Equipment/Supplies:**

* Warehouse equipment and tools such as a forklift, pallet jacks, a computer, tables and shelving will be needed to organize and manufacture our product improving our efficiency and overall safety.
* Supplies for both the warehouse and the office for everyday use will improve efficiency and productivity.

**Training:**

* Establishing a training program for all employees, will allow for us to set a standard practice that is implemented throughout the company and will teach our staff teh necessary skills and knowledge they would need in the workplace.
* Having a good and efficient staff is highly valuable for our company.

**Day to Day Operations:**

**Distribution:**

* Most of our time each day will be allocated to finding retail locations to sell our product. The location of these stores will be crucial to the success of our business, therefore setting up the best possible location is a high priority for us.
* We also intend to have a efficient website that allows our customers to buy directly from us.

**Customer Service:**

* We intend to pride ourselves on our customer service as we know the value of setting up a strong relationship with our customers and ensuring that our company keeps a good reputation.

**Website (IT support):**

* Setting up a good website for our customers is extremely important in todays world. As our company is just starting up their is bound to be technology issues with the website.
* Having a strong support staff to help with our website to improve the overall experience for our users is necessary for our company to remain competitive.

**Production:**

* Our product will be manufactured and stored from our warehouse where we will have the proper equipment and shelving to ensure for efficient and safe work environment.

**Managing Costs:**

* We will ensure that our directors and full time starr are aware of where we sit finicially and continue with consistent research on how we can lower costs while maintaining our product quality and remaining environmentally sustainable.

# 

# Preliminary Financials

| **Start Up Fixed Costs (name)** | **Cost ($)** | **Source** |
| --- | --- | --- |
| Shelving unit x10 | $729.90 | Yaheetech, (March 8 2021) “Yaheetech 5-Tier Industrial Storage Rack, Heavy Duty Garage Shelving Units, Blue, 70 x 30 x 150 cm” [Amazon](https://www.amazon.ca/Yaheetech-5-Tier-Industrial-Storage-Shelving/dp/B08X6C15RR/ref=sr_1_9?crid=3AFI1J8AEO9WB&keywords=industrial%2Bshelving%2Bunits&qid=1699644029&sprefix=industrial%2Bshelving%2Bunits%2Caps%2C153&sr=8-9&th=1) |
| Pallet Jack x2 | $304.42 | Shanghai Baijiang Industrial Technology Co., Ltd**.** (2022), “Easy Lift Hand Pallet Truck 1Ton 2.5Ton 5Ton High Quality Hand Pallet Truck Jack for Transport Goods” [Alibaba](https://www.alibaba.com/product-detail/Easy-Lift-Hand-Pallet-Truck-1Ton_1600922566291.html?spm=a2700.7735675.0.0.355bQtptQtptQE&s=p) |
| Desk x3 | $134.97 | BestOffice (March 9 2021), “Computer Desk,39.4” 47.2”Home Office Desk Writing Study Table Modern Simple Style PC Desk with Metal Frame for Home Office (47.2”, Brown)”[Amazon](https://www.amazon.ca/BestOffice-inches-Writing-Desk-Frame%EF%BC%8CBrown/dp/B08YD6WQRK/ref=sr_1_17?crid=16RGUFFV606A5&keywords=desk&qid=1699643487&sprefix=desk%2Caps%2C110&sr=8-17&th=1) |
| Workbench x3 | $839.97 | Goplus (Nov. 5 2021), “Goplus Adjustable Workbench, 53" Oak Board Garage Work Bench, Heavy-Duty Steel Work Table Hardwood Workstation, Easy Assembly” [Amazon](https://www.amazon.ca/Goplus-Adjustable-Workbench-Heavy-Duty-Workstation/dp/B08RS8MV8K/ref=sr_1_1_sspa?crid=2K42WXIMJKDIU&keywords=work+benches&qid=1699643442&sprefix=work+benches%2Caps%2C116&sr=8-1-spons&sp_csd=d2lkZ2V0TmFtZT1zcF9hdGY&psc=1) |
| Computer x3 | $297 x3 | Amazon Renewed, (Dec 19 2017), “HP ProDesk 600 G1 High Performance Business Small Form Factor Desktop Computer, Intel Core i3-4130 3.4 GHz, 8GB RAM, 500GB HDD, DVD, WiFi, Windows 10 Pro (Renewed)” [Amazon](https://www.amazon.ca/HP-ProDesk-600-Performance-Refurbished/dp/B077MSZ9P3/ref=sr_1_1?crid=1UKXF4RKT0QTC&keywords=desktop+computer&qid=1699643412&sprefix=desktop%2Caps%2C121&sr=8-1) |
| Monitors x3 | $89.99 x3 | Amazon (2023). *Acer 21.5" 1920 x 1080 VA LED Monitor - SB222Q EBI*  [*Amazon*](https://www.amazon.ca/Acer-21-5-1920-1080-Monitor/dp/B0CGVWWQTT/ref=sr_1_5?crid=19Q9UD0ZV43LU&keywords=monitors&qid=1700851561&refinements=p_36%3A12035762011&rnid=12035759011&s=electronics&sprefix=monitor%2Caps%2C220&sr=1-5&ufe=app_do%3Aamzn1.fos.71722c10-739d-471b-befb-3e4b9bf7d0d6) |
| Phone Kit x2 (office and warehouse) | $278.18 | Amazon (2023). *Panasonic KXTGF352M Dect\_6.0 3-Handset Landline Telephone* [Amazon](https://www.amazon.ca/Panasonic-KXTGF352M-Dect_6-0-3-Handset-Telephone/dp/B072HNN9LH/ref=sr_1_49_sspa?crid=274H4BJO8GCQT&keywords=office%2Bphone&qid=1699643352&sprefix=office%2Bphone%2Caps%2C172&sr=8-49-spons&sp_csd=d2lkZ2V0TmFtZT1zcF9idGY&th=1) |
| Printer x2 (office and warehouse) | $209.98 | Amazon (2023). *HP DeskJet 2755e All-in-One Printer with 3 Months Free Ink Through HP Plus (26K67A)* [Amazon](https://www.amazon.ca/HP-DeskJet-2755e-Printer-Through/dp/B08XYP6BJV/ref=sr_1_49_sspa?crid=22EWS5NXJZGZM&keywords=printer&qid=1699643299&sprefix=printer%2Caps%2C137&sr=8-49-spons&sp_csd=d2lkZ2V0TmFtZT1zcF9idGY&psc=1) |
| Packing Tape Gun x2 | $40.00 | Amazon (2023). *Newest 2023 Model Heavy Duty Quick-Release "Mouse Trap" Packing Tape Dispenser - 2 inch/50mm Wide Packing Tape - Single Tape Gun (Blue)* [Amazon](https://www.amazon.ca/Newest-Model-Quick-Release-Packing-Dispenser/dp/B0C4LZL35G/ref=sr_1_2_sspa?crid=13PE8UJYWPX7L&keywords=packing%2Btape%2Bguns&qid=1699643217&sprefix=packing%2Btape%2Bguns%2Caps%2C122&sr=8-2-spons&sp_csd=d2lkZ2V0TmFtZT1zcF9hdGY&th=1) |
| Boxcutter kit | $20.00 | Amazon (2023). *24Pack Box Cutters (9MM Wide Blade Cutter 4 Color) Utility Knife Retractable Compact Extended Use for Office, Home, Arts Crafts, Hobby* [Amazon](https://www.amazon.ca/Cutters-Utility-Retractable-Compact-Extended/dp/B08L7QP1W3/ref=sr_1_2_sspa?crid=GVW2CZLUGGJC&keywords=box%2Bcutters&qid=1699643174&sprefix=box%2Bcutters%2Caps%2C120&sr=8-2-spons&sp_csd=d2lkZ2V0TmFtZT1zcF9hdGY&th=1) |
| Security Cameras | $379.99 | Amazon (2023). *[10CH Expandable] Hiseeu Wireless Security Camera System with 10in LCD 2K Monitor, 4Pcs 3MP Outdoor Indoor Cameras with One-Way Audio, Waterproof, Motion Detect, 1TB HDD/Cloud Storage, Work with Alexa* [Amazon](https://www.amazon.ca/Monitor-Wireless-Security-10-1LCD-Waterproof/dp/B07F32X3XZ/ref=sr_1_49_sspa?crid=25JUHCP2IH8TS&keywords=security%2Bcameras%2Bwireless%2Boutdoor&qid=1699643102&sprefix=security%2B%2Caps%2C175&sr=8-49-spons&sp_csd=d2lkZ2V0TmFtZT1zcF9idGY&th=1) |
| Employees x8 | $23,400/annum x 8 | *Employment standards rules – Minimum wage | Alberta.ca*. (n.d.). Government of Alberta. Retrieved December 14, 2023, from <https://www.alberta.ca/minimum-wage> |
| **Total** | **$74,298.38** |  |

| **Annual Operational Fixed Costs (name)** | **Cost ($)** | **Source** |
| --- | --- | --- |
| Electricity Bill | 1271.64 | MovingWaldo (2023). *Alberta Utility Bills : How Much Does It Cost for Electricity, Water, Gas, Internet, Cable & Home Phones in 2023?* [Moving Waldo](https://www.movingwaldo.com/daily-living/alberta-utility-bills-how-much-does-utilities-cost/) |
| Natural Gas Heating Bill | 472.92 | MovingWaldo (2023). *Alberta Utility Bills : How Much Does It Cost for Electricity, Water, Gas, Internet, Cable & Home Phones in 2023?* [*Moving Waldo*](https://www.movingwaldo.com/daily-living/alberta-utility-bills-how-much-does-utilities-cost/) |
| Commercial Insurance Bill  (General liability +Business owners policy) | $ 1,188 | Insureon (Oct 9, 2023). *Small Business insurance costs.* [Insureon](https://www.insureon.com/small-business-insurance/cost) |
| Business Email/ Administrative Software Bill | $748.80/annum | Google Workspace (2023)  [Google Workspace](https://workspace.google.com/pricing.html?utm_source=google&utm_medium=cpc&utm_campaign=na-CA-all-en-dr-sitelink-all-all-trial-b-dr-1605018&utm_content=text-ad-none-any-DEV_c-CRE_658969970625-ADGP_Hybrid%20%7C%20BKWS%20-%20MIX%20%7C%20Txt_G%20Suite%20Top-KWID_43700076452837541-kwd-468847841903&utm_term=KW_register%20g%20suite-ST_register%20g%20suite&gad_source=1&gclid=CjwKCAiAsIGrBhAAEiwAEzMlC2UbA_AVybp1Gp6iwgWWz7PIC7pR6pVL2ljwxLVcVQaanwoxo2WDthoCzSsQAvD_BwE&gclsrc=aw.ds) |
| Website Bill | $432.00/annum | Squarespace (2023)  [Squarespace](https://www.squarespace.com/pricing/?channel=pbr&subchannel=go&campaign=pbr-go-ca-multi-core_general-e&subcampaign=(price-en_squarespace-pricing_e)&&cid=16750987385&aid=133807083774&tid=kwd-37652728184&mt=e&eid=&loc_p_ms=9001365&loc_i_ms=&nw=g&d=c&adid=602205695006&channel2=pbr&subchannel2=go&gad_source=1&gclid=CjwKCAiAsIGrBhAAEiwAEzMlC8YB4IexxpQ7co8PF6Jos-Zeb7x1C5S8mPHazMRQI1oOV1Wok5y9BhoChwwQAvD_BwE&gclsrc=aw.ds) |
| Do  main Name | $19.99/annum | Godaddy (2023)  [GoDaddy](https://www.godaddy.com/en-ca/domainsearch/find?itc=dlp_domain&domainToCheck=TruNorth.survival&tmskey=1dom_03_buydomain) |
| Internet Bill | $960/annum | MovingWaldo (2023). *The Average Cost of Internet Bills in Alberta*  [*Moving Waldo*](https://www.movingwaldo.com/daily-living/alberta-utility-bills-how-much-does-utilities-cost/) |
| Business Phone Bill | $260/annum | Telus (2023). *Business Connect Enhanced*  [*Telus*](https://www.telus.com/en/business/small/phone/cloud-phone?intcmp=tcom_b2b_homepage_link_phone_3_smb#enhanced) |
| Warehouse with Office Lease | $24,940/annum | Ian S. Fletcher, (Nov. 8, 2023), “12848 52 ST NW Edmonton, Alberta T5A0B6” [Realtor.ca](https://www.realtor.ca/real-estate/26259211/12848-52-st-nw-edmonton-kennedale-industrial) |
| Office Supplies | $7,392/annum | Chron (2019) *The Average Cost Per Month for Office Supplies*  [*CHRON*](https://smallbusiness.chron.com/average-cost-per-month-office-supplies-12771.html) |
|  |  |  |
| Total | **$37,685.35** |  |

| **Total Fixed Costs ($)** |
| --- |
|  |

# Financial Analysis

Investment Goal:

Our goal is to obtain an investment total of $111,983.71. This total will allow us to cover our total startup cost and one year’s operations costs. Our goal is to use this amount to reach the sales needed to reach a point of profitability. Year two and further will be covered by our revenue. Funding exceeding this amount will be dedicated to expanding our distribution and improving our production means.

**Government Funding**

* [Alberta Innovates: Industry Commercialization Associates Program](https://www.mentorworks.ca/government-funding/research-development/alberta-innovates/alberta-innovates-industry-commercialization-associates-program/)
  + Offsets a portion of costs related to hiring an associate to perform technical commercialization activities.
  + Receive up to 75% to max. of $120,000 of the associate’s salary.
* [Product Demonstration Program](https://www.mentorworks.ca/government-funding/research-development/alberta-innovates/alberta-innovates-product-demonstration-program/)
  + Supports businesses located in Alberta that have commercialization-ready, innovative technology in a variety of fields.
  + Receive up to 50% to maximum of $150,000.

*Mentor Works, (2023) Government Funding Directory*

[**https://www.mentorworks.ca/government-funding/**](https://www.mentorworks.ca/government-funding/)

Investors can invest in the business venture through equity investment, where they can purchase company shares. In return, they would receive a percentage share of the company as our company continues to grow and expand. The value of the share increases while also receiving dividend payments on the current stock they hold. Another option would be through debt investment. This option allows investors to return their investments while obtaining profit through interest.

*National Angel Captial Organization (NACO), (August, 2021). 2021 Report on Angel Investing in Canada.*

<https://digital.builtbyangels.com/link/965442/91/>

# Appendices

**Competition**

* [www.canadiansafetysupplies.com](http://www.canadiansafetysupplies.com)
* [www.mymedic.com](http://www.mymedic.com)
* [www.thenorthface.com](https://chat.openai.com/www.thenorthface.com)

**Trade Shows**

* <https://survivalgearcanada.com/blogs/news/tagged/canadian-survival-expo>
* <https://www.cnre.ca/>

**Investment Oportunities**

* <https://digital.builtbyangels.com/link/965442/91/>