

TAKING CARE OF BUSINESS

B2B Franchise systems are stepping up to meet small business needs

While many franchise systems focus on delivering goods and services to consumers, there are also business-to-business (B2B) systems, which focus on providing services to a primarily corporate and commercial clientele.

In 2015, 97.9 per cent of the businesses operating in Canada were small businesses. This considerable number of small businesses spells opportunity for those interested in B2B franchise opportunities, as an increased number of small businesses means an increased demand for the specialized services that these businesses require.

As franchises in the B2B sector focus on serving these specific business needs, a large part of operating a franchise in this sector involves establishing and maintaining lasting relationships with clients. If you're interested in providing a necessary service, and are keen to network and develop relationships, the B2B sector could be the perfect fit.

Read on to learn more about why B2B is a viable niche in today's marketplace.



SMALL BUSINESS DOMINATION

As of December 2015, there were 1.17 million employer businesses in Canada. Of these, 1.14 million (97.9 per cent), were small businesses, 24,415 (1.8 per cent) were medium-sized businesses, and 2,933 (0.3 per cent) were large businesses. Small businesses are defined as having 1 to 99 paid employees, medium-sized businesses have 100 to 499 paid employees, and large businesses have 500 or more paid employees.

(Statistics Canada, Key Small Business Statistics, June 2016)

According to Technavio's Global Industrial Cleaning Market 2017-2021 report, the global industrial cleaning market is driven by the increasing demand from the janitorial segment, and the growing awareness about the importance of hygienic and clean environments. The key trend is the move to use more green and sustainable cleaning products.

This report also forecasts the global industrial cleaning market to grow at a compound annual growth rate of 4.67 per cent between 2017 and 2021.

COMMERCIAL CLEANING SERVICES (JANITORIAL SERVICES)

- In 2015, there were 27,988 janitorial services establishments operating in Canada
- 98.3 per cent of janitorial services businesses were small businesses, with 0-99 employees
- In 2015, the average revenue for a janitorial services business was \$204.8 thousand

(Statistics Canada, Canadian Industry Statistics, Janitorial Services)

MEETING A WIDE RANGE OF BUSINESS NEEDS

Canadian franchise systems are providing a whole host of services to help meet the needs of the businesses in their communities. Here's a list of some of the different areas of expertise on offer:

- Accounting services
- Advertising, marketing, and promotional products and services
- Commercial cleaning
- Commercial supplies and services
- Computer, software, and internet services
- Financial and cash services
- Printing, copying, and shipping
- Rust proofing
- Sign products and services
- Tax services





LOW INVESTMENT BUSINESS OPPORTUNITY

www.janiking.ca

At Jani-King Commercial Cleaning we help our franchisees to develop into successful business owners. We offer the flexibility to choose a plan that fits with your personal goals and lifestyle. Jani-King Franchisees decide whether to operate on a full or part-time basis and also the pace at which their business will grow.

The Jani-King network of Franchisees is one of the fastest growing in the world. Our combination of support, training and national partnerships has made Jani-King the world's largest commercial cleaning franchise with over 700 franchisees in Canada serving 4,000 customers coast to coast.

OUR JANI-KING STORY



Greg and Lisa McNeil both left corporate careers to start their own business and spend more time with their growing family. Nearly 15 years later, their Jani-King franchise continues to thrive and adapt to their needs.

What motivated you to invest in a franchise?

We wanted to break free from the corporate world and start something on our own. A franchise felt like a safe option, and being guaranteed initial sales as part of our Jani-King package was a strong incentive.

How has your business changed over the years?

When we started it was just the two of us and over time we grew to a staff of 30 employees. We made a decision years ago to find a balance between the business and our family's needs, so for now it is back to just the two of us. The flexibility is one of the reasons we were attracted to Jani-King, and who knows, as our needs change so will our business goals.

TOP 5 REASONS WHY A JANI-KING FRANCHISE IS RIGHT FOR YOU

1. One of the lowest investment franchise programs in Canada.
2. A proven business model designed to help you build your franchise.
3. Commercial cleaning is in constant demand. There will always be buildings and offices that need to be cleaned.
4. On-going training, support and assistance in securing new business and retaining clients.
5. Jani-King is recognized for size, strength, dependability, stability and leadership in the commercial cleaning industry.

Simple. Sensible. Affordable. Secure. Start Your Jani-King Franchise Today.

www.janiking.ca | 800.565.1873

A Special Franchise Focus on B2B Franchises

SIGN PRODUCTS AND SERVICES

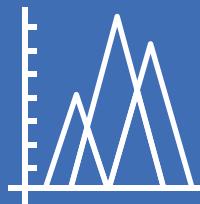
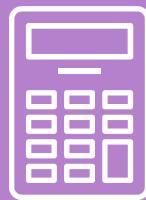
- There were 1,862 businesses in the Sign Manufacturing category in Canada in 2015, 99.2 per cent of which had 0-99 employees.
- The average revenue for sign manufacturing businesses in Canada in 2015 was \$496.9 thousand.

(Statistics Canada, Canadian Industry Statistics, Sign Manufacturing)

NO SIGNS OF SLOWING DOWN

According to the International Sign Association's (ISA) quarterly report from mid-2016, the sign making, graphics, and visual communications industry is poised for growth well above historic patterns through 2017 and 2018.

As businesses face greater competition for customer attention, brand recognition and local advertising have become critically important. This need to provide strong messaging and branding has led to increases in the sign industry, taking it to an estimated \$35 billion market in Canada and \$55 billion market in the United States.



ACCOUNTING AND TAX SERVICES

Over the five years leading up to 2017, the expanding Canadian economy, along with an increasingly complex regulatory and tax structure, led to increased demand for the accounting services industry in Canada. Industry growth has also been fuelled by the growing number of businesses in Canada. Over the five years to 2022, industry revenue is projected to continue to grow, as a result of anticipated growth in the number of businesses, and in the expansion of multinational companies into Canada.

(Accounting Services in Canada: Market Research Report, August 2017)

A LOOK AT THE NUMBERS

- There were 49,780 accounting, tax preparation, bookkeeping, and payroll services businesses operating in Canada in 2015.
- 99.4 per cent of accounting, tax preparation, bookkeeping, and payroll services businesses had 0-99 employees.
- The average revenue of accounting, tax preparation, bookkeeping, and payroll service establishments was \$199.3 thousand in 2015.
- The accounting, tax preparation, bookkeeping, and payroll services industry group generated \$16.8 billion in operating revenue in 2014, up 5.9 per cent from 2013.
- The revenue came mainly from auditing and other assurance services (32.0 per cent), followed by bookkeeping, financial statement compilation, and payroll services (26.4 per cent), and tax preparation and representation services (24.4 per cent).
- Almost every province and territory recorded annual growth in accounting services in 2014. Firms operating in Quebec, Ontario, Alberta, and British Columbia generated the majority of the revenue (89.3 per cent) in this industry, with Ontario representing the largest share at 42.4 per cent.

(Statistics Canada: Canadian Industry Statistics, Accounting, Tax preparation, Bookkeeping and Payroll services; Accounting services, 2014)

Finding the Right Payroll Management Service

We all know the benefits of outsourcing payroll services. As a small business owner, you realize that allowing a payroll expert to manage these services is more cost-effective, more reliable, and far less stressful than trying to manage it yourself. The problem? Finding the right outsourcing provider is not always easy. Often the services you would like are either not available, or are only available from large companies who specialize in supporting even larger enterprises. How are they to understand your unique needs? Of course, there are many outsource companies who cater to small businesses, but how do you decide which provider is right for you?

Take a close look at your business and its needs

If you're currently doing your payroll in-house, then you'll want to assess this process carefully. Ask not only

how the process could be improved, but also what needs would require fulfillment (or are more expertly fulfilled) by an outsourced provider. Many factors must be accounted for within your payroll services. Now you're thinking about how much you could be saving in time and frustration. Be prepared to negotiate with a potential outsource provider.

Knowing what you need will help narrow down the options. Many outsource providers freelance with payroll tracking software. This may be enough to cover the needs of some businesses, but for most it's not much better than the process they already have in place. A larger, more reliable, and more competent firm is usually what a business owner really needs.

Canadian needs are specific

Government remittance payments are likely your most difficult payroll task.

Be sure the outsource provider can offer remittance services in full, can guarantee it won't incur penalties for late payments, and is fully compliant with all relevant laws and regulations for payroll on your behalf.

Ease and accessibility

A customer service representative specifically assigned to your business makes communication painless. Full reporting, as well as easy access to payroll and accounting information, is essential. A payroll service provider that offers pay stubs via email, electronic processing, direct deposit, and Web Portals is now integral.

When you make your choice, be sure you're getting exactly what you and your company needs. Finding the right payroll managing service can be the ticket to more growth, better management, and simpler employee relations. ●

PAYROLL AND EMPLOYEE PROGRAMS

PAYTRAK

PAYROLL SERVICES

*Let us be your behind-the-scenes
Payroll Department!*

YOUR TRUSTED PARTNER IN PAYROLL

PAYTRAK PROTECT
health + dental benefits

HEALTH AND DENTAL BENEFITS

- ✓ Payroll packages tailored to your needs – from Web-based to Full Service
- ✓ Dedicated Customer Service Team
- ✓ All Government Remittances and Reporting
- ✓ Easy-to-Read, Concise Employer Reports
- ✓ All Year-End Services

PENSION PLAN SERVICES

- ✓ Lower Cost
- ✓ Tax Relief
- ✓ Professional Management
- ✓ Creditor Protection
- ✓ Control & Information

Exclusive CFA Pricing

PAYROLL SERVICES • HEALTH AND DENTAL BENEFITS • PENSION PLAN SERVICES • 1.877.316.2999 • PAYTRAK.CA

SIGNAGE CAN IMPACT SALES

The FedEx Office Survey: Standout Signs Contribute to Sales found that:

- Almost eight in 10 (76 per cent) American consumers enter a store they've never been to before based on its signage
- Almost seven out of 10 (68 per cent) consumers have purchased a product or service because a sign caught their eye
- Three out of four consumers say they've told someone about a store based solely on its signage
- More than two thirds (68 per cent) of consumers believe a store's signage reflects the quality of its products or services
- Poor signage can deter customers, with more than half (52 per cent) saying they're less likely to enter a store with misspelled or poorly-made signs
- 60 per cent of consumers say they're deterred from entering a store without any signage



ADVERTORIAL



Join a multi-billion dollar industry with the world's largest sign shop franchise!

Signarama is offering franchise locations across Canada.

Signarama Canada is located in Mississauga, ON with staff across the country to support our 40+ Canadian locations!

A Signarama Franchisee benefits in many ways, such as:

- We provide high-demand B2B products and services backed by an established brand!
- We provide a tested, turn-key business model with over 30 years of success!
- We teach you everything you need to know to run a Signarama sign making franchise!
- No previous sign or business experience needed.
- We provide a comprehensive 5-week training program plus ongoing support.
- Low Franchise Fee! Low Royalty Fees! No renewals or hidden fees!
- Our Capped Royalty Program means the more you make, the more you earn!
- You don't have to work around the clock! Enjoy your evenings and weekends!



Learn more by visiting
www.signaramafanchise.ca

**www.signaramafanchise.ca
franchising@signarama.ca • 905-281-8000**