AGE: 40-65

MARITAL STATUS: MARRIED

CHILDREN: YES, HIGH SCHOOL AGE AND OLDER

EDUCATION: COLLEGE DIPLOMA OR UNDERGRADUATE DEGREE

PRIMARY LANGUAGE: ENGLISH / FRENCH

LOCATION: NORTHERN ONTARIO, MANITOBA, GTA AND MINNESOTA

66 I'm looking for **99** business growth and expansion opportunities.

INTERESTS



BUSINESS OPPORTUNITIES



PROFESSIONAL



SPENDING TIME WITH FAMILY



NETWORKING EVENTS





TRAVEL AND ADVENTURE



LUXURY TOYS

CHALLENGES

- Succession planning
- Lack of focus and planning
- > Limited time
- > Easily frustrated
- > Frequently out of town
- Recruitment of qualified employees
- Return on investment
- > Relies on close business network for information
- > Local market knowledge and Expansion incentives

PERSONALITY

- › Visionary
- > Leader
- Decisive
- > Risk-taker
- > Effective
- Opinionated
- › Knowledgeable
- > Confident
- No nonsense
- > Ambitious

ASPIRATIONS

- Business growth and expansion
- > Financial success
- Quality of life
- > Personal wealth
- > Respect
- > Independence
- > Pride

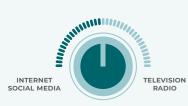
NEEDS / MOTIVATIONS

- Access to transportation options
- > Favourable local tax structures
- > Success
- › Influence
- Growth
- > Power
- › Status
- > Recognition
- > Superior quality of life
- > Wealth
- > Legacy

DIGITAL MEDIA BEHAVIOURS



COMMUNICATION



NEWS SOURCES



USE OF INTERNET

- > Research
- > Business
- > News
- Relies on employees for digital support
- Social networking

PREFERRED SOCIAL

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BUSINESS EXPANSIONS STRATEGY

BUSINESS EXPANSION

WHERE TO EXPAND MY BUSINESS

BUSINESS ATTRACTION INCENTIVES GROWING MY BUSINESS TIPS