

# **Women's Power in Small Business Management**

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# Introduction of Business

- ◆ Company Name: Women's Trade Network in APEC
- ◆ New Start-up Company
- ◆ Name: Francine Whiteduck
- ◆ Official Position: Co-Founder and CEO
- ◆ Location: Currently working with Vietnam, Chile, Peru, Canada
- ◆ Establishment Year: 2007 - 2010
- ◆ Number of Employees: 6 and growing
- ◆ Capital: 90% private investment 10% Public
- ◆ Business Content Trade Network: Connecting Indigenous, rural and other women for trade Opportunities

# Motive: A Women's Trade Network

- ◆ New approaches
- ◆ Increase trade among women in the APEC region with a focus on indigenous, rural and remotely located women's production capacity
- ◆ Objectives
  - ◆ Sustainable trading network within the APEC region
  - ◆ Framework for supply movement
  - ◆ Identify aggregated groups of micro-enterprise produced products

# Where Enterprises are Weak -

Marketing access and strategy is difficult	<ul style="list-style-type: none"><li>- Women gain in periods of growth and rise in levels of exports</li><li>- Niche markets to be found and developed, especially in North America</li><li>- Networks are key</li></ul>
Limited access to Capital	<ul style="list-style-type: none"><li>- Slow growth, more strategic in placing production</li><li>- Become more technology oriented</li><li>- Team and partnership approach</li><li>- Networks are key</li></ul>
Living by Cash Flow	<ul style="list-style-type: none"><li>- Build and grow slowly</li><li>- No debt is not necessarily bad; build assets of women</li></ul>
Changing knowledge to meet Trends Designs Demands	<ul style="list-style-type: none"><li>- The biggest opportunity</li><li>- Small business ability to respond to this is key to growth</li></ul>



# Where Enterprises are Weak - To Take Advantage of Opportunity

Characteristics of Small Enterprise	Building on these characteristics
Home based	<ul style="list-style-type: none"><li>- Labour that is often the only resource available to women without resources. Women will hire other women and family members</li><li>- Human resources strategic areas</li><li>- Engage community and build economic base</li><li>- Improve the social safety net and create opportunities for women</li></ul>
Minimum production capability/ capacity	<ul style="list-style-type: none"><li>- Brands and high end production</li><li>- Intellectual Property is an asset to build upon and often community-owned</li><li>- What are consumers demanding? A green economy – smaller business can respond and grow from this opportunity</li><li>- Hand made, Fair trade specialty</li></ul>

# Solution Develop Specific Market Access Opportunities

- ◆ Market introduction conditions
  - ◆ A product is of a "high end price range" or luxury nature seeking a specialized market
  - ◆ There is a saturation of the products in a (region) economy
  - ◆ There is opportunity to partner and form market alliances with other business outside their own economy
  - ◆ Branding of a product and the product potential is closely associated with the reputation of the particular economy in which it is produced.

# Philosophy and Principles

- ◆ **Balanced growth**
- ◆ **Inclusive Growth**
- ◆ **Entrepreneurship**
- ◆ **Green Growth**
- ◆ **Innovations**

# Strategy to Achieve Targeted Outcomes: Know Women

- ◆ Identify and distribute products (near market-ready)
- ◆ Target start-up distribution outlets
- ◆ Identify strategic locations e.g. Specific communities, specialty sales and niche markets, technology savvy young women
- ◆ Work with successful experienced women in different economies
- ◆ Train women to increase their participation in the value chain



# Strategy to achieve Targeted Outcomes: Product Identification

- ◆ The types of markets women are seeking
- ◆ Product readiness for specific markets
- ◆ Possibilities for inclusion in a specific trade network
- ◆ Product aggregation potential (with other indigenous or rural specific marketing opportunities, for instance)
- ◆ Existing or developing opportunities with potential distributors

# Strategy: Going Forward

- ◆ Creating opportunities for women to build business relationships
- ◆ Providing the training women MEs need for international pricing and product distribution
- ◆ Environmental scans that focus on product identification
- ◆ Identifying and targeting market introduction conditions that help to identify where sales potential and opportunities exist
- ◆ Create test markets through small scale activity

# How Women Do Business

## Characteristics of Women-Owned Business

- ◆ Strong commitment to local community
- ◆ Operate as the centre of their business organization
- ◆ Manageable growth
- ◆ Focus on personal relationships
- ◆ Active networking
- ◆ Relationship alliances
- ◆ Advice mentoring from other women entrepreneurs

# Women in Small Business - THE BIG PICTURE

- ◆ Research demonstrates when women succeed in small business and micro-enterprises, their efforts lead to:
  - ◆ Growth in income and assets
  - ◆ Poverty alleviation
  - ◆ Higher education for themselves and their children
  - ◆ Better health, water, sanitation and immunization
- ◆ Substantial community impact
- ◆ Women's participation encourages, promotes, and results in balanced growth to reduce economic imbalances, and growth including:
  - ◆ access to SME assistance,
  - ◆ improved social safety net
  - ◆ better able to create opportunities for other women and their families.



# Thank You

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