

Young entrepreneur helping launch the next generation

BY VANESSA BUTTERWORTH

Danielle DuBois just might be Caledon's princess in shining armour for young entrepreneurs.

Since a young age, DuBois has always been the self-motivated type. She was the kid on the block with a convenience store for a lemonade stand and the monopoly on 'lemonade stand' real estate two blocks over. By 16, she had started her own entertainment company and edged her way into the corporate world at a local big business. By 22, she owned a direct sales franchise - all the while getting her degree in business management, marketing and managerial accounting.

DuBois recognized that her talents surpassed many in the field while passing through her early twenties. "I felt over-qualified for most of the jobs I applied for." So she decided to do what she does best: Be her own boss.

Now at the age of 28, her company, DuBois - Small Business Management Solutions

(SBMS) located in Orangeville, helps aspiring entrepreneurs build their dreams and their own paycheck, like she once did.

DuBois SBMS provides sales, marketing and operations related products and services to all businesses no matter what the business type or avenue of promotion. DuBois is a marketing designer but a business manager first.

"You might be an expert in your field but if you can't market yourself and build a business identity then the word won't get out."

One of the first fundamentals of business is making sure people know what you can offer them.

Being an entrepreneurial guru, DuBois made a pact not to forget her roots and remembers how difficult it is deciding to be your own boss while balancing your educational and personal life.

Thankfully DuBois came from a family of entrepreneurs that helped her with her ven-

tures but others aren't as fortunate.

Unless you've won a small business grant from the Ontario government or managed to score a bank loan without much credit history, young entrepreneurs are usually working on a limited budget.

DuBois points out the difficulty in finding professional marketing materials for a lower price like business cards, flyers, websites, logos and pamphlets.

"Youth should not have to pay the same amount for materials as an established business."

So in the name of aiding youthful enterprise, DuBois has launched the 'Youth-In-Business' program. This not-for-profit service is available to those between 15 and 30 with a good idea and the motivation to put it into action. Depending on what starter package you purchase, this program provides one-on-one entrepreneurial mentoring, as well as a reduced cost for professionally designed marketing materials.

"If we can help kids put out a professional image at a low cost, they have a better opportunity of staying

in business."

The 'Youth-In-Business' program offers something original. Although there are many government programs that encourage self-motivated youth by providing subsidies and funding grants, there is limited help and feedback for developing a business plan over time.

"I love the opportunity to work with youth and offer practical guidance for a reasonable price."

No matter the company or community, all business plans need regular maintenance to thrive. DuBois-SBMS does just that.

DuBois can't be more thankful for the support from her family and feels that it is her turn to give back to the community. With the 'Youth-In-Business' program, it is her chance to help kids break into business and succeed.

For more information about the program, visit the company website youthbusiness@dubois-sbms.com or call DuBois at (519) 278-0312.



Danielle DuBois has created a program aimed at helping youth start their own businesses.

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