



# PROFESSIONAL SERVICE ASSISTANCE PROGRAM

## INTRODUCTION

The Professional Service Assistance Program provides a non-repayable contribution to Prince Edward Island small business owners requiring professional advisory support. Prince Edward Island Business Development's assistance will be in the form of a 50 percent cost-shared contribution to offset the cost of retaining professional services. The contribution from Prince Edward Island Business Development will not exceed \$500 per small business.

## ELIGIBILITY AND APPLICATION

Those activities which lead to incremental wealth creation in priority sectors will be favourably considered for financial assistance. The business person should discuss his/her requirements with a Prince Edward Island Business Development representative to determine if the activity could be considered for assistance under the program.

## ELIGIBLE ACTIVITIES

### Business and Market Planning

Prince Edward Island Business Development believes that entrepreneurs should be responsible for researching a business opportunity. This provides valuable experience to the business person. Prince Edward Island Business Development representatives will provide guidance and offer suggestions in starting the process and researching the opportunity.

The intent of the Professional Service Assistance Program is to cost share the services of an outside professional to finalize the business/marketing plan and assemble the information in a clear and professional format.

### Management Services

Prince Edward Island Business Development recognizes that today's entrepreneurs find they do not always have the time and expertise to respond effectively to all demands of their operation. Prince Edward Island Business Development will provide financial assistance for management skills training in specialized areas. Examples of business development skills considered eligible include, but are not limited to:

- bookkeeping
- market planning
- personnel management
- quality control
- advertising and promotion
- franchising
- financial analysis

## FOR MORE INFORMATION

Prince Edward Island Business Development specializes in one on one business counselling. Our qualified staff can also provide information regarding most business development programs offered by government agencies across the Island. All inquiries and applications are treated in the strictest confidence. Application forms and additional program information can be obtained from the Business Development Officer located at your local Access PEI centre, or:

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