

Turning a Vision into Reality

Christian Heno had a vision. A company emphasizing health and fitness services from both a Western and Eastern perspective. He wanted to take a holistic approach to a clients' well being through a combination of personal fitness training, massage, relaxation and self-defense courses. He even had a name – Zenergie Holistic Health and Fitness.

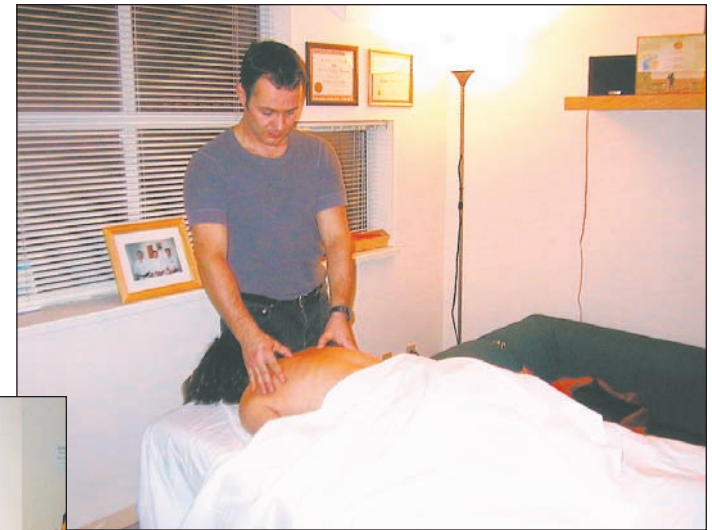
Christian knew how to motivate people through fitness training; he could confidently demonstrate grab and release self-defense techniques; he could restore balance to a client's body using Tuina, the ancient Chinese massage technique.

What he was not so sure of was how to structure his business and make financial projections. Who exactly were his target clients, and what kind of marketing plan would attract and retain them? How would he do a comprehensive analysis of his competition? In short, he needed the knowledge and skills to write a comprehensive Business Plan.

Christian had heard about some of the Self-Employment programs offered by Westcoast Community Enterprises. He decided to investigate further to see if this was what he needed. It turned out to be a good decision.

Westcoast Community Enterprises has been educating and mentoring new entrepreneurs since 1995 on all elements of starting a business. This includes mental preparation, market research, business planning, sales, marketing and the different areas of business finance, accounting and forecasting.

Westcoast's philosophy and curriculum keys on preparation and research that increases knowledge and awareness, to design strategies for implementing a client's business. Their experienced business advisors discuss the relevance of the local and national economic figures, politics, market and industry trends, and they host informative seminars and work-



shops to assist their clients with honing their skills in areas where there may be weakness.

What Do Our Clients Receive?

In a word... knowledge. Most clients want more control over their careers, while others want independence. All have the dream to be successful and wealthy and financially secure. Throughout the year, Westcoast Community Enterprises offers:

Exploring Self Employment – Phase I

- 2 Day Workshop Thursday and Fridays

Exploring Self Employment – Phase II

- building on information gained in the Phase 1 Workshop

Self Employment Program

- 3 Intakes per Year (January, May and September)
- An intense 10 Week of Class with Instructors & Guest Speakers

- Regular Breakout Sessions
- Thorough Business Plan Development and Implementation
- 38 Weeks of Mentoring and Advising
- Frequent Workshops and Networking Events

Upon completion of the classroom sessions of Westcoast's Self Employment program, Christian Heno had in his possession a roadmap to his future success – a complete and detailed Business Plan.

Only 9 months into the launch of the business, Zenergie Holistic Health and Fitness is already well ahead of its plan. His client base has almost quadrupled, and gross profits are \$23,000 ahead of projections. Christian is strengthening his connections with both health care professionals and secondary schools. Also in the works is a radio show promoting health and fitness on Radio Canada, the French language division of the CBC.

Christian currently offers his services through community centres and a private massage studio. In his original business plan, he was considering looking into setting up his own studio in his 4th year. Things are going so well, that he is already out scouting locations and researching costs for opening the studio in year 2 – 2 years ahead of schedule.

Christian thanks HRSDC and the Westcoast SE Program for its valuable support and investment during his first year of operation. He also attributes his success to personal motivation, hard work and enthusiasm for what he does. ■