



Job Situation

Storefront, office and lab. Computer, phone, fax, and cash register. Ophthalmological instruments and equipment. Co-operation with partner. Business hours, six days a week.

Weekly Hours of Work

50

Overtime

As required

Monthly Salary

\$3,800

Student Loan – Owing

Student Loan – Monthly Payment

\$250

Duties

Test vision. Consult with clients. Refer medical problems. Fill prescriptions for corrective lenses. Fit eyeglasses. Manage business with partner. Maintain inventory, order supplies. Public relations.

Prospects

Own/manage other related business.

Job Title

Optician Business Partner

National Occupational Classification (NOC)

3231

Job Description

Running your own business means doing all the tasks you did as an apprentice, and then some more. Making decisions with your partner about which directions to take and how to accomplish your business goals is the challenging part. Just when you and your partner had decided it was safe to give yourselves a small raise, your former employer moved to a larger city and put all his display cases and some good lab equipment up for sale. It was too good an opportunity to miss, so the raises had to wait.

Teenagers and fashion-conscious adults are your target market. Some opticians might consider these customers problematic, but you especially enjoy them. Some of your best clients are performers, broadcasters and others who have high-profile jobs and need to maintain a selection of stylish eyewear. You know what they like and are sure to call them whenever new catalogues come in. Personal service like this is part of what makes your business stand out and keeps the customers coming back.

Although your partner handles most of the finances, you are learning computerized accounting. Marketing and advertising are more your department. You enjoy the challenge of creating a company image cool enough to appeal to teenagers. You subscribe to trade journals and fashion magazines, and you and your partner take turns attending industry seminars to keep up on new developments in your field.

You put in longer hours than you did when you were an employee, and even have to take paperwork home with you sometimes, but there is satisfaction in building something that is your own, and excitement in seeing your dreams start to take shape. You and your partner are looking forward to the day when you can take on an apprentice. Then you could take an occasional weekend off—or a business trip to Europe