



#### Job Situation

Working indoors in a well designed store. You work very long hours and often weekends. Worry a lot about meeting payroll, expenses, Government Workman's Insurance, and all tax forms

#### Weekly Hours of Work

50

#### Overtime

As required

#### Monthly Salary

\$2,600

#### Student Loan – Owing

0

#### Student Loan – Monthly Payment

0

#### Duties

Supervise the day-to-day operations. Supervise staff and assign duties. Train new employees. Oversee security measures

#### Prospects

Department Store Manager. Product Representative. Buyer. Marketing Manager

#### Job Title

Small Business Owner

#### National Occupational Classification (NOC)

0631

#### Job Description

What could be better than owning your own business? Everything sold in the store is something that you personally approve of. Using your knowledge and experience of manipulating diets you know which foods and supplements are the best. Your customers are grateful of the fact that you have hands-on knowledge of which foods and vitamins are most effective. You like the feeling that your comprehension and expertise are appreciated by so many people.

However, it's not always so easy and enjoyable. Owning your own store is also a huge responsibility. Every minor problem that occurs within the store comes back to you. You are accountable for everything from the hydro bill to making deals with the suppliers. You must be patient yet firm with your staff so that they have a clear understanding of how you want business to be run.

Customers come specifically to your store to gain from your knowledge and expertise. You spend much time on the sales floor dealing one-on-one with customers. You know that the key to running a small business is in keeping the customers happy. If they are unhappy with the service they received it is all too easy for them to take their money elsewhere. This means that even when you're not there, your staff must be the ones to act on your behalf. It is very important to you that they be as knowledgeable about the products as someone you would buy from.

You've come a long way from being the kid who read the cereal labels at breakfast, but your interests really haven't changed much. You now understand how important it is to be as interested in other people's nutritional needs as well as your own.