



E-commerce Program support

Program Details

- For fiscal year 2023-24, Wakenagun CFDC will assist new and existing businesses with grants and / or hire experts to provide culturally sensitive training workshops / programs and/or grants. Training will entail, but not be limited to:
 - Understanding the world of e-commerce, including digital accessibility and infrastructure;
 - Website design, development and maintenance;
 - Interactive communication and developing a social media presence;
 - Market research, web marketing / drafting a marketing plan and reaching new markets, including how to drive high-quality traffic to a website through search engine optimization and online advertising;
 - Managing a customer base and online sales;
 - Digitization of paychecks, data and business practices; and/or
 - Operations, performance management, legal and security issues, change management and fostering ongoing innovation.



Application Process

- The grant recipient is required to develop a grant proposal that indicates how they plan to use the funds. The proposal must indicate a cost estimate that includes how much funding is needed and how the money would be spent for various areas within the eligibility criteria (for example, costs related to an online shop or online booking system development, digital customer acquisition, training costs, etc.)

Target

Entrepreneurs in the Western James Bay coastal communities and TTN and Missinabie FN

Eligibility Criteria

The grant recipient must be:

- A small to medium individual, family or community owned Indigenous businesses no larger than 500 employees; and
- At least 50.1% owned and controlled by Indigenous (First Nations) person(s).

Contact

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