



GREATER VISIBILITY FOR AN ABORIGINAL SMALL BUSINESS

Founded in 1993, Utshu Construction specializes in residential and commercial construction. The company, which has five employees, is located in the community of Uashat-Maliotenam,

near Sept-Îles, Quebec, but it also serves the communities of Uashat mak Mani-Utenam and Ekuanitshit.

Utshu Construction turned to BDC for financing for a real estate project. A new building was needed to house all of the company's equipment and machinery. Utshu Construction also wanted to take the opportunity to acquire a location that would give it better visibility.

BDC granted Utshu Construction a long-term real estate loan with terms and conditions designed to enable it to build new premises that met its expectations, in a strategic location, without interrupting its operations. Since the construction of the building has just been completed, it is too soon to determine the impact of this investment in real estate. However, Utshu Construction can already glimpse the great potential of its new strategic location. "With BDC's help, we increased our visibility in our territory and can look to the future with confidence," said the owners.

BDC IS RECRUITING

BDC is looking for 20 Aboriginal students to join its **Internship Program for Aboriginal Students**, which provides business experience through training and mentorship.

To be eligible, applicants must:

- > be First Nation, Métis or Inuit students enrolled in a bachelor of commerce or business administration program
- > have completed at least one year of college and/or university

Send your resume with cover letter describing why you want to be a candidate to angela.doerksen@bdc.ca.

2012 BDC YOUNG ENTREPRENEUR AWARD

WHO DO YOU THINK MOST DESERVES \$100,000?

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Our specialized Internet professionals first conduct an objective and thorough diagnostic of your website to evaluate its strengths and weaknesses. Then, via web conference, we present a report to you that includes a prioritized list of concrete recommendations to improve your website's performance.

Benefits to your business

A complete diagnostic report

The report covers key areas such as search engine optimization, which determines the strength of your presence on the web, how your site performs in terms of site load speed and the quality of your links. Other key areas evaluated include your presence on social networks, navigation, website design and content quality.

Personalized one-on-one consulting

Along with the convenience and ease of web conferencing, you have the reassurance that a BDC Consulting specialist will guide you through the recommendations step-by-step.

For more information, call us or visit bdc.ca/websitediagnostic.

Your website has the powerful potential to attract new customers and prospects, and increase sales. But if it isn't delivering those results, you need a professional evaluation to pinpoint the right changes needed to optimize your site.

Two online purchase options

FEATURES	WEBSITE DIAGNOSTIC \$1,250	WEBSITE DIAGNOSTIC PLUS \$2,250
Websites audited	1	1
Competitor sites audited	0	3
Comprehensive BDC Website Diagnostic report	✓	✓
1-hour web conference with your BDC Internet specialist	✓	✓
Competitive dashboard		✓
SEARCH ENGINE OPTIMIZATION (SEO)		
Keyword research	✓	✓
Search engine optimization audit	✓	✓ + 3 competitors
Search engine ranking	✓	✓ + 3 competitors
Links audit	✓	✓ + 3 competitors
USABILITY		
Ergonomics and functional audit	✓	✓ + 3 competitors
Mobile device compatibility	✓	✓ + 3 competitors
TECHNOLOGY		
Website technical audit	✓	✓ + 3 competitors
SOCIAL MEDIA		
Social media audit	✓	✓ + 3 competitors
RECOMMENDATIONS	✓	✓



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