




Industry  
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Benchmark your  
business ...

WITH  
PERFORMANCE  
PLUS

Canada 

## at your fingertips!

**Do you want to know how your company measures up against the competition?**

Industry Canada's Performance Plus contains valuable data for both start-up and established small and medium-sized enterprises (SMEs). Using Small Business Profiles\* data, Performance Plus provides you with extensive, detailed statistical information on more than 600 business sectors across Canada.

From dairy farming to ship building, telecommunications to welding services, the data are compiled based on aggregated tax submissions and include over 30 performance benchmarks for everything from determining how your expenses can change at different revenue levels to forecasting profitability.

**Are you looking for tools to help you get ahead in today's economy?**

Performance Plus will help you get on the right business track. On-line, user-friendly and free, Performance Plus will assist you in making the best operational decisions — quickly, simply and effectively. Anytime. Anywhere.

And, in addition to providing the information you need to benchmark your operation, Performance Plus also features the following:

- a full glossary of terms;
- background data;
- convenient search options; and
- hot links to a variety of related business sites.

***For Canada's 2.5 million SMEs and the 250 000 start-ups that enter the Canadian business world each year, Performance Plus represents a truly groundbreaking advantage.***

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\*The Small Business Profiles are produced by Statistics Canada's Small Business and Special Surveys Division of the Small Business Data Programs. The production of the data for Performance Plus was funded by a consortium of federal, provincial and territorial departments.



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