

# COMPANY PROFILE



## SMART START BUSINESS

SUPPORT FOR MIGRANT AND REFUGEES TO START BUSINESS

PRESENTED BY: DR. ZAINAB RADHI

COMPANY NAME: SMART Start Business

ADDRESS: WEST WING, OFFICE 4, 21 – 29 BRODERICK RD.,

JOHNSONVILLE 6037, WELLINGTON

## **VISION**

Migrants and refugees have their skills and experience better utilized, improve their financial status and well-being, social integration and add to the value, variety and development of the New Zealand economy and society.

## **MISSION STATEMENT**

Help migrants and refugees help and develop themselves and contribute to the New Zealand economy and society. Enrich the New Zealand market and society with new products and cultures.

To be the leading organization in New Zealand in providing support to migrants and refugees to start business, become self-employed, integrate better in the society and contribute even more to the development of our beautiful country. Enable our clients to overcome all the barriers stopping them from achieving their goals and turning their dreams into reality.



## OVERVIEW

The number of migrants and refugees moving to New Zealand has been growing, and is continuing to grow significantly. While many newcomers manages to secure employment and integrate smoothly in their new home country, a considerable number of them, for different reasons, can not make the same achievements. The number of challenges and barriers faced by newcomers in pursuing this goal are many, and some of the most important ones are: language, culture, poor networks, lack of local experience, poor understanding of the New Zealand's legal and economic systems as well as governmental compliances (health and safety, safe work place, certificates...etc.). These are the gaps that SMART Start Business fills. SSB aims to assist newcomers in establishing their own business in New Zealand by providing a range of services and at different stages of starting up and running the business. It is important to emphasise that SSB provides support, consultancy and training to its clients, however it does not provide legal or business advice and does not make any decisions for its clients.



## ORGANIZATION BACKGROUND

Dr. Zainab Radhi, the founder of the company, has an SJD (PhD) in international law of economic and human development. She spent over 15 years studying and researching economic and human development in different parts of the world. She analysed different legal systems, economic systems, markets and development sociologies of different cultures. She spent the last four years working with migrants and refugees in NZ and studying the New Zealand market as well as the migrants and refugees needs and potentials. The need for an organization that support migrants and refugees start business in New Zealand is immense and urgent. SSB is the first and only organization in New Zealand provides support to new comers in their preferred language through trained interpreters and cross-cultural workers. Our services are not exclusive as we try to meet all the clients' business needs either by our staff or our partners.



## CLIENTS

Our target clients are migrants and refugees who arrived in New Zealand from all backgrounds and cultures. Every year thousands of new comers arrive to New Zealand making it their new home. People come to New Zealand loaded with long experience, skills, qualifications and most importantly dreams and potentials. This group is our target market and potential clients whom our goal is to facilitate this economic and social wellbeing.



## GOALS & OBJECTIVES

### Long Term Goals

- Become New Zealand number one organization providing top quality services to potential and existing entrepreneurs from immigration and refugee backgrounds
- Become New Zealand number one organization in providing top quality and cultural competency support to kiwis from different backgrounds
- Offer financing options to potential entrepreneurs to enable them start business
- Establish and start business projects where several people can become partners instead of employees. As well as undertake ongoing research and data collection on the newcomers' skills, qualifications and business experience in order to cluster the ones with similar or relevant backgrounds for the right project.
- Recruit professional staff who can give legal, tax, and finance advice to our clients so we can become a complete, independent and sustainable business services organization.
- Become the hub and destination of investors from all backgrounds who are looking for skilful people to partner with.
- Become the leading global organization that provide finance and support to people from all around the world, people who want to improve their well-being and become economically and financially better off.
- Become a research hub in all issues related to migrants and refugees and their relation to and impact on the NZ economy, market, business growth and immigration and business in NZ.
- Offers big scale training to the newcomers on NZ economy and business sectors. Also, offer training to NZ agencies on migrants and refugees business potentials and needs.
- Become an advocate for newcomers' business and cultural needs as well as research and propose new policies or changes to the government when needed.



### Short Term Goals

- Support all newcomers who need our services to start up and develop their business.
- Develop and deliver different cultural competency training programs, workshops and seminars
- Secure funding for our clients who do not have enough funds to start-up their business.
- Become approved by the Ministry of Social Development to offer our services to WINZ clients from immigration and refugee backgrounds who wants to start a business.
- Partner with companies and organizations whose services aligned with ours to be able to provide even more services to our clients.
- Recruit and train more Cultural- Bridging Specialists and Facilitators.
- Expand our “Client Stories” list so that more potential entrepreneurs have the opportunity to market and promote their businesses.
- Open more branches around New Zealand to be able to provide even better services to new entrepreneurs located outside wellington.

## **SERVICES**

SSB provides wide range of services to its clients. Our services can be tailored to the client and the client's needs. Below are some of the Programs and services offered by SSB:

**Business Start-up and Operation Support Program (BSOS):** SSB works with the Client on a one – on – one basis and provides a wide range of services, these services include the services listed here, however, SSB does undertake any other services which is found to be necessary for the process of setting up the client's business. BSOS Services includes: preparing draft Business Plan and full Business Plan, explain the different business structures, researching and meeting compliances, explain the legal requirements and tax obligations and requirements, explain and demonstrate how to do Book-keeping and basic accounting tasks, website development, marketing, Business.

**Start-up Information Session Program (BSI):** This program is divided to three phases:

- 1) Phase One consists of four sessions
  - a. Brain storming and providing a general analytical study of the business
  - b. Client assessment and business assessment
  - c. Business structure, tax obligations and employer's obligations
  - d. Marketing, sustainability and commitments
- 2) Phase two: Develop a Draft Business Plan
- 3) Phase three: Develop a Full Business plan

**Small Business Finance Trust Program (SBF)** This program aims at developing a Trust where the Trust money finances small businesses start-up and becomes a partner in the business. This will enable the Trust to be self-funded on the long run. Since the Trust will be a partner in the business, it will ensure the feasibility of the business as well as monitoring its implementation.



#### **4. Business Development and Cooperative Ownership Program (BDCO)**

This program develops Business Plans and design a ready-for-operation business. SSB will then recruit the right individuals to own and run the business. The selected individuals become partners in the business (as opposite to being employed by one business owner). This leads to partners have greater motives to work harder for their own business. The selected individuals will receive the required training on the skills needed for the business before starting the business. SSB becomes a partner. Its role will be on the operation and management side.

#### **5. IEC Program (Investors \_ Entrepreneurs Connection) Business Ideas Marketing**

This program links people who have business ideas to investors, partners or supporters who are keen to invest some of their money into projects with a social value.

**6. Social Development Programs Cultural Awareness Programs:** These programs are offered to newcomers to assist them understand Kiwi's everyday culture AND to Kiwis who works with newcomers to assist them understand newcomers' cultures. The workshops are tailored to the receivers' needs (police officers, teachers, health practitioners, lawyers & judges...etc)

#### **Programs Description**

a. Parenting for Newcomers: This program is designed to educate newcomers on parenting norms, health issues, legal requirements and education culture in New Zealand.

b. Family Counselling for Newcomers: This program is designed to provide culturally acquainted supports to families going through hard-times and finding hard, for cultural, linguistic and religious reasons, to benefit from the available resources.

c. Cultural Awareness for Kiwis: This program is designed for kiwis who works and communicate with newcomers as part of their job to better understand the newcomers' cultures. The program is tailored to the receivers' needs (police officers, teachers, health practitioners, lawyers & judges...etc)

d. Cultural Awareness for Newcomers: This program is offered to newcomers to understand Kiwi's everyday culture.

The most important and unique part of our service is that they are offered to our clients in their own language and through Cultural Bridging Specialists and Facilitators from their own, or similar, culture. We understand how critical it is for new kiwis to thoroughly understand all the relevant aspects, obligations, requirements and the process involved in starting up a business and/or integrating in new society. We believe that understanding all the above requires more than a word by word interpreting, it requires a lot of cultural bridging and clarifications, therefore we train our Cultural Bridging Specialists and Facilitators to be capable of rendering the New Zealand culture to our clients and vice versa in the best possible way.

For our Business Support Program, our first hour is a free consultation. This meeting is usually a great opportunity to **brain storm** and provide professional insight and thoughts on the business idea the market and many other issues. In order to ensure that our clients make the most of the one-hour free consultation, our staff will undertake a preliminary research the so they can provide even more professional, accurate and effective information.



- Preparing a **Business Plan**, Business Plan is the second most important step toward setting up a business. SSB assists its clients in building and developing a Business Plan that meets their needs and their business requirement, they are essential to help new and existing entrepreneurs understand their business better and manage it more effectively. They also help them think of what they might need to do to improve their business in the future as well as to secure funding if their business needs it.
- Part of the Business Plans prepared by SSB is preparing **Cash-flow forecast**. Careful planning and management of cash flow is an essential step. Cash-flow record the incomings and outgoings of cash which is representing the operating activities of an organization. If the business is new and in the stage of setting up, then SSB prepares a Cash-flow forecast to calculate an estimation of the business income and profits according to which the client can then decide the value of their products or services.



- SSB will also research for any **government's requirement** for the potential business; health and safety, registered work-place, certificates, training, license are all some of the governmental requirements which new entrepreneurs might need to obtain before starting their business. SSB will interpret and translate the requirements and assist the client in obtaining them.

- Explaining the different types of **business structures** and how would a new entrepreneur decide which structure they want their business to be. This is a very important process which every entrepreneur need to go through. There are different types of business structures in NZ. Sole-Trader, Limited Liability Company and Partnership are the most common types of business structures, but there are other types which an entrepreneur can chose from. While SSB does not give legal advice (Please refer to our Disclaimer on the HOME page of this website), we will translate and explain legal definitions, concepts, requirements as well as the pros and cons of the different business structures to enable our clients understand and choose the right structure for their business, and if the client wants to get a legal advice we have connections with lawyers to provide the required legal advice to our clients.



- **Marketing** is a major concern for any new business owner. Marketing is very important for any business to become and remain visible to their target customers and to create demand for their products or services. There are many marketing strategies which SSB can develop and maintain for; Cause marketing, viral marketing, seasonal marketing, event marketing and online marketing are just few examples.
- **Website building**, having and maintaining an a professional, effective and active website is an essential element of marketing in today's world of the internet and social media. SSB staff can

design the right website for you so that your business can best meet its needs, goals, marketing strategies and development plans. We will also help our clients find and register the right domain and locate the best host for their website.

- **Training**, SSB can provide different types of training to its clients on basic finance, basic tax obligations and employment law if the clients wish to be educated on those concepts before starting to run their business.