



Successful Atlantic Indigenous Businesses: Improving Employment and Socio-economic Outcomes



What is the research about?

The research highlights Indigenous business success stories across the Atlantic region and will inform and support future Indigenous business start-ups and growth. An Atlantic region business database was created and overall business success was examined based on recent growth in key business indicators such as revenues, gross profits, wages, salaries, and employment. Challenges to business start-up and growth were explored and solutions offered.

What does the research do?

The research incorporates the first comprehensive interview and online survey of Atlantic Indigenous businesses. Data was collected and analyzed from secondary sources, a business survey, and key informant interviews to identify key areas of successes and challenges. The research provides information on the number, scope, and geography of Atlantic Indigenous businesses; detailed analysis, including gender-based analysis, of Atlantic Indigenous businesses; evaluation of barriers and facilitators for successful business growth, including how challenges are overcome and opportunities are taken advantage of; actionable recommendations to inform new and expanding business growth; and promotional materials to support mobilization of the research results.

Timeline: October 2018-March 2019

Why is the research important?

Research conducted by the Canadian Council for Aboriginal Business shows that the number of Indigenous business owners and entrepreneurs is growing at five times the rate of self-employed Canadians overall. Indigenous businesses are creating jobs and wealth, both in their respective communities and surrounding areas.

The key questions addressed by the research are why some Indigenous businesses perform better than others with respect to positive and successful outcomes; and how the factors contributing to positive and successful outcomes can encourage and inform new and expanding business growth.

Prior to this research, there was limited information on the nature and industry scope of Indigenous business activity in the Atlantic region. The research provides reasonable estimates of the economic contribution of Atlantic Indigenous businesses, including job creation for Indigenous and non-Indigenous persons and participation in industry supply chains that benefit the entire economy.

Research team:

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