



Different Sizes/ Groupings of Businesses

LOCAL, PROVINCIAL, NATIONAL AND GLOBAL (INTERNATIONAL)

Local – only in one area

- ▶ small businesses with fewer than 50 employees represent 97% of the total business establishments in New Brunswick
- ▶ mid-sized businesses with 50 to 499 employees make up 2.5% of total businesses in New Brunswick
- ▶ small and mid-sized enterprises employ 52.4% of all working individuals in NB.
- ▶ more small, local businesses enter the economy than any other size enterprise
- ▶ An Example of a local business would be Siddall's Jewelry, Saltwater Sounds

Provincial – only in one province

- ▶ An Example of this would be ED's Sub

National- setting up businesses in more than one province

- ▶ Pizza Delight has locations in New Brunswick, Nova Scotia, PEI, NFLD, Ontario and Alberta
- ▶ Boston Pizza
- ▶ Giant Tiger

Global (International or Multinational) – in more than one country

- ▶ Irving Oil – serves Atlantic Canada, Quebec and New England States
- ▶ Air Canada
- ▶ Westjet
- ▶ McCains <http://www.mccain.com/about-us>

Types of Industries

- ▶ Primary - ones based on the extraction of natural resources.
- ▶ Natural resource wealth is an important indicator of economic performance—it generates income and employment.
- ▶ Important primary industries in New Brunswick include
 - ▶ agriculture,
 - ▶ logging and forestry,
 - ▶ mining,
 - ▶ oil and gas,
 - ▶ fishing,
 - ▶ and trapping.

Secondary Industries

- ▶ **Secondary industries** turn the products of primary industries into useful consumer goods (often using technology to do so).
- ▶ The food processing and wood harvesting enterprises are New Brunswick's leading manufacturing sectors.
- ▶ New Brunswick boasts Canada's largest oil refinery, in Saint John.
- ▶ As well, shipbuilding and repair facilities are found in several locations around the province.

Tertiary industries

- ▶ **Tertiary industries** provide service, transportation or finance rather than manufacturing or the extracting of raw materials.
- ▶ The service industry is the leading job producer in New Brunswick,
 - ▶ dominated by health care services,
 - ▶ the education industry
 - ▶ and the insurance,
 - ▶ Finance
 - ▶ and real estate sector.

Quaternary industries

- ▶ **Quaternary industries** emerged because of the Techno-Economic Revolution. They provide service but, being in the transmission of knowledge and information, it does not have the location factor of the market determining where it can exist.
- ▶ New Brunswick took a lead role in the quaternary industry due to its advanced communications infrastructure.
- ▶ New Brunswick is considered to be one of the most internet-connected regions of the world, with over 90% of homes and businesses utilizing some sort of internet connection.
- ▶ New Brunswick is not considered to be on the main routes of commerce and industry, yet it has a rapidly growing information industry.