

THE NEXT GENERATION

Meeting young entrepreneurs...

Name of Company:	Petro-Canada Richibucto
Date Established:	September 2006
Owner:	Martin LeBlanc
Age of Owner:	31 years old
Location of Business:	12 Park Drive, Richibucto
Products or Services:	Corner store and Gas station
Number of Employees:	8

How did the idea of starting your own business first come to you?

The Petro-Canada representative I have been doing business with for a long time for my business, M & F LeBlanc Oil Ltd., approached me to see if I would be interested in building a gas station. Since I was already in business in this field, it was to my advantage. So, in 2004, I made the decision to open a gas station.

How long was the planning stage?

I started planning the opening of my gas station in 2004. First, I purchased a piece of land to secure the location of my business. Then, we did a market study to see if this was a good business opportunity. In all, the process lasted two years.

What are the big challenges you have had to surmount since starting your own business?

Planning the construction itself was really complicated. When I wanted to make a small change on the plans, it had an impact on everything else. And then there is time management which is a whole another challenge. I find it difficult to coordinate everything, because I now have two businesses.

Where are you from, originally?

Richibucto

What kind of training do you have?

I studied Administration for two years, at the Université de Moncton. In 2000, I grabbed an opportunity to start my own heating oil sales and delivery business, so I stopped studying.

What are the greatest challenges for a young entrepreneur?

One of the greatest challenges is to convince financial institutions to lend you money to start a new business. When you are young, your credit history is not long enough and so they are very careful about lending money.

How do you stand out from your competition?

My business is very well situated... near the exit from Highway 11, behind Tim Hortons. So, the competitive edge I have is that people can do everything in one spot: fill-up, have a coffee and grab lunch.

Are you involved in any other community projects?

I have been deputy-mayor for the Town of Richibucto since 2004 and a councilor since 1998. I am also an administrator for the Kent CBDC and I sit on the Kent District Planning Commission.

In your opinion, what has made your business successful?

The key to the success of my business is to have good employees who are reliable. Customer service and cleanliness are also two essential points for a business like mine.

Business Hours:

7 days a week – from 6 a.m. to 11 p.m.

For information: 523-9773