



Bell Cellular

Bell Cellular's compact, hand-held DYNA T•A•C 8000X can be conveniently carried to any location or locked into a vehicle mount for on-hook call processing.

need to communicate outside the office, travel frequently or wish to take advantage of commuting time for communications.

Cantel's vice president of sales and marketing, Paul Kavanagh, said "it is clear that cellular has broad business appeal — field personnel who work at remote locations; engineers, architects and contractors who travel around job sites and need access to tradespeople and customers; sales personnel who need to make better use of their hours on the road, — almost every industry and profession has a need for the productivity benefits of cellular".

Ken Newland, assistant manager of marketing for Bell Cellular added that the new system "will decrease wasted time and increase efficiency and profitability".

On-going developments

Cellular technology is considered by many as the breakthrough that will change how business people think about and use the telephone for communication.

The telephone will become a totally portable communications device as miniaturization of the batteries used in the phones will soon make possible smaller units completely free from a permanent installation. Users will be able to carry a phone in their pocket or purse and receive and make calls wherever they happen to be.

And since cellular technology can be applied to virtually any service now offered by wireline telephones, users will be able to access voice mail and other services or even connect their cellular phone to a modem and computer to transmit data or access a remote data base.

Low-cost consulting for smaller businesses

Students at three eastern Ontario universities, the University of Ottawa and Carleton University in Ottawa and Queen's University in Kingston, are offering consulting services for small businesses at a fraction of the cost of professional consultants.

The service, which is available for any independent business, is offered part-time during the school year and full-time from May until August.

First contact free

The initial interview, for which there is no charge, is arranged by contacting the service. Based on information from the interview, the students prepare a proposal outlining the work to be done, the expected completion date and the cost.

The service includes financial planning, inventory control and market analysis. For new businesses, advice is offered on the start-up procedure, developing a business plan and operational procedures.

Brenda Valois, manager of the University of Ottawa service, said most of its clients are businesses with average sales of about \$1 million, but they have helped companies with sales up to \$15 million. She added that about 75 per cent of the students' business involves marketing studies.

Paul King, owner of the Food For Thought bookstore in Ottawa, has used the University of Ottawa service twice. In the first instance the students prepared a marketing survey to find out if he should establish a specialty bookstore selling cookbooks.

In 1982, Mr. King decided to expand and wanted to know what books people were most interested in. Based partially on information from a survey conducted by the students, he moved to a larger store, doubled his stock and brought in more fiction to add to his base stock of cookbooks. The expansion increased his sales by 80 per cent in two-and-a-half years and he attributes part of the increase to the students' work.

Special business class air-travel service



Canadian Pacific (CP) Air has begun a new service called Attaché, for business travellers on non-stop flights between Vancouver and Toronto and Vancouver and Montreal. Three B-737s have been configured to accommodate eight first class passengers and 54 Attaché class passengers from eight first and 91 economy class passengers. As well as larger two-abreast seats separated by a table, the service includes advance seat selection, exclusive check-in counters with faster pre- and post-boarding service, specialized catering and in-flight audio entertainment. Geared almost exclusively to business clientele, all passengers including infants and children, will pay the full Attaché class fare which amounts to the current full economy fare plus 25 per cent.