
HUVE



ISSUE: Building on entrepreneurship

ITINERARY 6A

Date: Tuesday, September 10, 2013

Location: Marbleton Community Centre

ENTREPRENEU

Hugo Simard and Véronic Doyon, HUVE Collection

Testimonial summary:

HUVE Collection specializes in the manufacturing of urns and furnishings designed for canines and felines. Originally, Hugo Simard worked in the more traditional field of cabinetry. He then thought of turning to the field of urn fabrication for human use; however, this market was saturated and highly competitive. That is when he decided to find a niche that would differentiate his offering.

The company overcame a growth crisis, forcing them to move three times since its inception. This year, the sales revenue has doubled.

The key elements to remember according to the entrepreneurs:

- the arrival of Véronic Doyon (Mr. Simard's spouse) in the management team is a key element. The latter previously owned a business and has business experience. She takes care of the administrative aspect as well as sales, while Mr. Simard supports the operational component;
- Mr. Simard is involved in the co-development cell project sponsored by CLD Haut-Saint-François. This allows him to have support from his peers on issues linked to management;
- the company participated in the *Propulsez votre entreprise vers le Haut (Drive your business to the Top)* competition and was awarded first place. The cash prize of \$4,500 was invested in the company.

ADDITIONAL

NOTE: All [linked](#) documents (PowerPoint, Prezi, etc.) are only available in their original French version.

Web site: huve.ca