

# Business Startup Checklist

By Jake R Brady

- The Business Plan
  - Conduct a proper market research analysis
  - Know the trends, forecasts, developments, opportunities, risks, competitors, etc.
  - Decide whether you will pursue this venture full-time or part-time.
  - If you are in a relationship, discuss this lifestyle change with your partner.
  - Write a business plan.
  - Choose your company name
  - Register company with the appropriate authorities.
  - Choose the hours and days of operation for your business.
  - Outline a monthly and annual budget.
  - Make plans how to get funding / financing
  - Find investors and consult with your bank.
  - Investigate business startup courses and seminars
- Getting started
  - Obtain required business licenses and permits.
  - Choose a legal form for your business: limited liability, sole proprietorship, partnership or corporation.
  - Form a legal entity
  - Acquire an Employer Identification Number.
  - Obtain company contact information: telephone and fax number, email address, post address.
  - Open bank account
  - Get a merchant account.
  - Find a financial advisor.
  - Find business insurance.
  - Find a lawyer.
  - Find a tax advisor.
  - Find an accountant.
  - Find a notary.

- Become familiar with regulations and compliance requirements.
- Register trademark, copyrights, logos, patents, etc.
- Find a real estate agent to help you source a property.
- Sign a lease contract for your new office or production space.
- If you're moving to new office, find a moving company.
- Consider using mail box rental services.
- Find office equipment supplies
- Make sure your office has a high speed Internet connection.
- Create a floor plan for your new office space.
- While starting to run
  - Select your accounting software
  - Write a sales and marketing plan.
  - Create a customer service policy.
  - Register domain name for your website.
  - Hire or outsource IT services.
  - Post available jobs
  - Find a recruitment company.
  - If you have staff, find payroll services.
  - If you will have employees, become familiar with labor laws.
  - Find a web hosting company.
  - Create a website Make a site map for content and functionality.
  - Find a web designer.
  - Find a graphic designer.
- Short-Term Preparations
  - Find a search engine optimization SEO company to increase your presence on the web.
  - Create marketing material
  - Think of signs if you have a storefront, sales literature, stationery or business cards.
  - Take advantage of networking opportunities to build your business
  - Write and distribute a press release announcing your new business.
  - Find an answering service solution for when you can't take phone calls.
  - Look into telemarketing companies

- Explore virtual office options for added services at a low cost.
- If you have an office, look into professional cleaning companies
- Make sure you set up a green business!