**2019**

**Small Business Support Program (SBSP)**

Small Business Start up Checklist

# Getting Started

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| 1. Conduct a personal evaluation to determine why you want to start a business. | |
| 1. Create a business plan: | |
|  | * 1. What do we do? |
|  | * 1. How do we do it? |
|  | * 1. Who do we serve? |
| 1. Conduct a SWOT analysis to identify your strengths, weaknesses, opportunities, and threats. | |
| 1. Assess how much capital you have available to invest.  Committing to Your Business | |
| 1. Determine viability: Is there a market for your service? | |
| 1. Identify businesses that are having success today. | |
| 1. Define your market:    1. Who is your ideal customers?    2. What’s your market size?    3. How easy is it to acquire the customer? 2. Create a quick plan, identifying costs and forecasted sales, to see if your capital gets you to a profit. | |

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| Ensuring Sufficient Funds are Available  1. Estimate how long it will take for your business to acquire paying customers. | |
| 1. Itemize your business expenses for the first year, at least, and assess where these will come from. | |
| 1. Itemize how much capital is required to launch the business and project how long it will take to become profitable. | |
| 1. From this, determine how many months of savings or investment you need to breakeven. | |
| 1. If outside investment is required beyond the founders’ savings, complete a business plan.  Planning for Your Business’ Business Plan | |
| 1. Prepare a Market Analysis section that describes the total market and your target market, specific segment needs, competitive offerings available, and any trends that will affect the analysis. | |
| 1. Describe an Operating Plan for the business, such as operating hours, location, number of employees, key vendors, or seasonal adjustments your business might need to adjust to. | |
| 1. Create a Marketing and Sales Plan that includes a “Go To Market” or launch plan, pricing, how your business will generate leads, and close new business. | |
| 1. Build a Financial Plan that shows a break-even analysis, projected profit and loss, and projected cash flows. | |
| 1. Write an Executive Summary which gives a general overview of the above completed sections.  Setting Up to Operate | |
| 1. Identify any staffing needs. | |
| 1. Identify and set up any needed technology: | |
| * 1. computers/laptops for business operations, | |
| * 1. printer(s), | |
| * 1. business software and applications, | |
| * 1. POS, | |
| * 1. business email accounts, | |
| * 1. phones, | |
| * 1. CRM | |
| * 1. billing, and   2. Payment systems. | |
| 1. Depending on the business type, identify and partner with the right suppliers/venders.  Marketing and Launching Your Business | |
| 1. Begin distributing or displaying your marketing materials: | |
| * 1. web-based promotions, |
| * 1. social media, |
| * 1. direct mail, |
| * 1. business cards, |
| * 1. trade shows, or |
| * 1. brochures. |

1. Let the local or regional press know you are opening and when.