**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.
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| 1. Create a business plan:
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|  | * 1. What do we do?
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|  | * 1. How do we do it?
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|  | * 1. Who do we serve?
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| 1. Conduct a SWOT analysis to identify your strengths, weaknesses, opportunities, and threats.
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| 1. Assess how much capital you have available to invest.

Committing to Your Business |
| 1. Determine viability: Is there a market for your service?
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| 1. Identify businesses that are having success today.
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| 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 Available1. Estimate how long it will take for your business to acquire paying customers.
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| 1. Itemize your business expenses for the first year, at least, and assess where these will come from.
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| 1. Itemize how much capital is required to launch the business and project how long it will take to become profitable.
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| 1. From this, determine how many months of savings or investment you need to breakeven.
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| 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.
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| 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.
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| 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.
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| 1. Build a Financial Plan that shows a break-even analysis, projected profit and loss, and projected cash flows.
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| 1. Write an Executive Summary which gives a general overview of the above completed sections.

Setting Up to Operate |
| 1. Identify any staffing needs.
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| 1. Identify and set up any needed technology:
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| * 1. computers/laptops for business operations,
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| * 1. printer(s),
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| * 1. business software and applications,
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| * 1. POS,
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| * 1. business email accounts,
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| * 1. phones,
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| * 1. CRM
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| * 1. billing, and
	2. Payment systems.
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| 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:
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| * 1. web-based promotions,
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| * 1. social media,
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| * 1. direct mail,
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| * 1. business cards,
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| * 1. trade shows, or
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| * 1. brochures.
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1. Let the local or regional press know you are opening and when.