

## Owner's Checklist for Starting a New Business

### Background work

- assess your strengths and weaknesses
- establish business and personal goals
- assess your financial resources
- identify the financial risks
- determine the start-up costs
- decide on your business location
- do market research
- identify your customers
- identify your competitors
- develop a marketing plan

### Business transactions

- select a lawyer
- choose an entity (proprietorship, partnership, or corporation, for example)
- create your business (register your name, incorporate the business, etc.)
- select an accountant
- prepare a business plan
- select a banker
- get financing
- establish a line of credit
- select an insurance agent
- obtain business insurance

### First steps

- get business cards
- obtain a lease
- get furniture and equipment
- review local building codes
- obtain a license or permit (if applicable)
- send off for federal and state tax forms
- get an employee identification number (if applicable)
- join a professional organization
- line up suppliers (if applicable)
- set a starting date