



# BUSINESS START-UP CHECKLIST

Name: \_\_\_\_\_

Date: \_\_\_\_\_

## Business Development

- Business Structure
- Register Business Name
- Apply for Permits/Licenses
- Obtain an EIN#
- Secretary of State (SOS)
- Franchise Taxboard
- BOTC

## Planning Create Your Business Plan

- Executive Summary
- Mission Statement
- Name Your Business
- Estimate Start-up Costs
- Financial Projections
- Determine Audience
- Research Competitors
- Choose Your Product to Sell

## Financial Accounting System

- Open Company Bank Account
- Set-up Accounting Software or hire bookkeeper
- Set-up Bookkeeping Documents
  - Bills and Invoices
  - Balance Sheet
  - Expense Tracking

## Product Development

- Price Supplies
- Order Necessary Supplies
- Write Product/Service Description
- Determine Price Point

## Brand Development/Marketing

- Logo
- Business Cards
- Website
  - About Us
  - Core Services & Pricing
  - Contact Information
- Social Media Accounts

## Business Management

- Set-up Essential Management Tools
  - Calendar & Scheduling System
  - Budget Tracker
  - Short and Long Term Goals
  - Choose and Track KPIs