

Checklist For Starting A Business

NAME IDEAS

TARGET AUDIENCE

PLANNING

- Create a business plan
- Choose a name
- Research supplies
- Estimate startup costs
- Estimate manufacturing costs
- Research competition
- Research local markets
- Set realistic goals

MARKETING

- Buy domain name
- Create a website
- Create a business email
- Create social media accounts
- Create mailing lists
- Create email signature
- Order business cards
- Apply to local markets and events

BUSINESS

- Choose legal structure
- Register business name
- Obtain EIN (USA) BN (CAN)
- Obtain licenses and permits
- Set up accounting system

PRODUCTS & SERVICES

- Designate a workplace
- Order supplies
- Create sample products
- Create an inventory list
- Create a pricing list

BRANDING

- Choose brand colors
- Design logo
- Create a tagline
- Order business cards
- Design product packaging

FINANCES

- Open business bank account
- Create OMS
- Purchase POS system