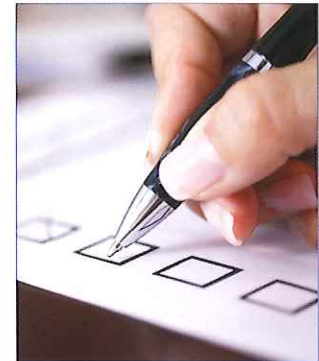


## Start-up checklist

### Starting your own business

#### Considering starting up:

- Find out whether you can work for yourself
- Decide if you've got what it takes to be your own boss
- Develop your business idea
- Think about the money
- Understand the different business types



#### Business planning:

- Understand the importance of business planning
- Think about your financial planning
- Develop your sales and marketing strategy
- Understand the different business types
- Create your business plan

#### Customers:

- Find out whether there is a need
- Understand your market
- Build your brand
- Get your pricing right
- Promote your business
- Sell your product or service

#### Finance:

- Understand how much you need to start up
- Establish how much you need to survive personally
- Explore your finance options
- Obtain funding as required



## Business structures:

- Choose the right legal structure
- Register with HMRC
- Register with Companies House
- Register for VAT (if applicable)
- Name your business
- Register your domain name

## Business premises:

- Are you going to work from home?
- Should you lease/buy business premises?
- Are there any planning requirements?
- Understand the different business types
- Is a virtual office for you?

## Online:

- Is your website in place?
- What online marketing have you planned?
- Which social media tools are best for you?

## Employing staff:

- Do you need to employ staff?
- How do you find the right people?
- What are your legal responsibilities?

## Help and support:

- Find the right support for your business
- Get tips on how to network
- Find out about business mentoring
- Contact Enterprise First

**We would love to help you with any or all of these items!**