

Start-up Checklist

STARTING YOUR OWN BUSINESS?



CONSIDERING STARTING UP:

- ▶ Find out whether you can work for yourself ☐
- ▶ Have you 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 ☐

BUSINESS STRUCTURES:

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

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 PREMISES:

- ▶ Are you going to work from home? ☐
- ▶ Should you lease/buy business premises? ☐
- ▶ Are there are 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 South ☐