**CHECKLIST**

#### FOR STARTING A NEW BUSINESS

**Background work**

* Analyse your business idea by doing a SWOT analysis
* Assess your strengths and weaknesses as an entrepreneur
* Establish business and personal goals
* Assess your financial resources and identify potential sources of funds
* Identify the financial risks
* Determine the start-up costs
* Decide on your business location
* Do a thorough market research
* Identify your customers
* Identify your competitors
* Develop a marketing plan

**Business transactions**

* Select a lawyer and an accountant
* Choose a form of organisation (proprietorship, partnership, or company, for example)
* Create your business (register your company’s name, incorporate the business, etc.)
* Prepare a business plan
* Select a banker and set up a business current account
* Apply for business loans and grants (if applicable)
* Establish a line of credit (if possible)
* Select an insurance agent and obtain business insurance

**First steps**

* Prepare company brochures
* Build a website
* Set-up company email accounts
* Get business cards
* Obtain a lease
* Line up suppliers (if applicable)
* Get furniture and equipment
* Obtain business licences or permits (if applicable)
* Get a national employer identification number (if applicable)
* Get an employer ID number (if applicable)
* Send incorporation papers for national and Province tax forms
* Join a professional organisation
* Choose a starting date
* Prepare and deploy your communication/marketing strategy