

Name:

Identify Next Steps Check List

Identify the steps necessary to start your business after writing the plan.

Directions

Your Feasibility Plan is complete. What's next? This activity provides a checklist you can use to determine the next steps to turn your dream of starting a business into a reality. Review the checklist provided. Insert an X next to the items that will be your next steps in starting this business. Be sure you place the X in the column representing the month in which the action should be completed. This checklist provides space for the first four months of start-up. A one-page example of the list appears first for you to see how it works.

EXAMPLE

Action Steps	Person Responsible	Done 4	Month 1		Month 2		Month 3		Month 4	
			1st Half	2nd Half	1st Half	2nd Half	1st Half	2nd Half	1st Half	2nd Half
Local and State Regulations										
Apply for licenses										
Business license							X			
State license							X	X		
Occupational license						X				
Professional license						X	X	X	X	
Apply for permits										
Health department									X	X
Fire department									X	
Sign						X				
County							X			
Investigate other pertinent licenses, permits										
Fictitious name								X		
Liquor license										
Zoning						X				
Advisory Board										
Identify potential advisory board participants					X	X	X			
Invite to participate							X			
Identify location and refreshments to be served							X			
Notify participants of meeting date, time, and place								X		
Prepare agenda for first meeting									X	
Hold meeting										X

Action Steps	Person Responsible	Done 4	Month 1		Month 2		Month 3		Month 4	
			1st Half	2nd Half	1st Half	2nd Half	1st Half	2nd Half	1st Half	2nd Half
Local and State Regulations										
Apply for licenses										
Business license										
State license										
Occupational license										
Professional license										
Apply for permits										
Health department										
Fire department										
Sign										
County										
Investigate other pertinent licenses, permits										
Fictitious name										
Liquor license										
Zoning										
Advisory Board										
Identify potential advisory board participants										
Invite to participate										
Identify location and refreshments to be served										
Notify participants of meeting date, time, and place										
Prepare agenda for first meeting										
Hold meeting										

Action Steps	Person Responsible	Done 4	Month 1		Month 3		Month 4		Month 2	
			1st Half	2nd Half	1st Half	2nd Half	1st Half	2nd Half	1st Half	2nd Half
Legal Structure for Business										
Review characteristics of various legal forms										
Interview three attorneys										
Choose attorney										
Meet with attorney to discuss all legal issues										
Create appropriate legal form										
Determine if EIN is needed; if so, apply										
Intellectual Property Protection										
Develop non-disclosure document										
Register trademarks										
Investigate potential intellectual property rights										
Insurance Protection										
Obtain bids for general liability, product liability, errors & omissions										
Obtain bids for group, medical										
Obtain bids for fire, theft, business interruption										
Obtain bids for life, key person										
Obtain bids for Workers' Comp and other necessary policies										
Evaluate costs associated with all insurance bids										
Purchase all necessary insurance coverages										

Action Steps	Person Responsible	Done 4	Month 1		Month 2		Month 3		Month 4	
			1st Half	2nd Half	1st Half	2nd Half	1st Half	2nd Half	1st Half	2nd Half
Location Considerations										
Identify location needs (office, retail, production, home office)										
Make rent vs. buy decision										
Contract for each location										
Design floor plan for each facility										
Take possession of location										
Obtain bids for build out and/or leasehold improvements										
Contact utility company for service										
Contact telephone company for service										
Identify and secure appropriate Internet service										
Identify and secure security service or system										
Furniture and Equipment										
Determine required furniture										
Make rent vs. buy decision										
Research sources of furniture and costs										
Place order for furniture										
Create list of start-up office supplies										
Purchase start-up supplies										

Action Steps	Person Responsible	Done 4	Month 1		Month 2		Month 3		Month 4	
			1st Half	2nd Half	1st Half	2nd Half	1st Half	2nd Half	1st Half	2nd Half
Technology										
Develop a technology plan (communication, info dissemination)										
Research costs and characteristics of:										
Telephone system										
Computers										
Facsimile (stand-alone vs. computer based)										
Mobile communication systems										
Personal Digital Assistants (PDAs)										
Internet service provider										
Shredder										
Create Internet presence										

Action Steps	Person Responsible	Done 4	Month 1		Month 2		Month 3		Month 4	
			1st Half	2nd Half	1st Half	2nd Half	1st Half	2nd Half	1st Half	2nd Half
Accounting and Recordkeeping										
Develop accounting system (forms, flow, checks & balances)										
Decide if bookkeeping will be internal or external										
Determine and calendar appropriate tax payment deadlines										
Order checks, forms (invoices, work orders)										
Determine method of payroll (internal/external processing)										
Investigate advantages/disadvantages of employee leasing										
Interview accountants										
Choose accountant										
Determine frequency of meetings with accountant										
Financial Institution (Banking)										
Investigate characteristics and reputations of several banks										
Open appropriate accounts										
Negotiate line of credit										
Schedule meeting with lending officer to develop relationship										

Action Steps	Person Responsible	Done 4	Month 1		Month 2		Month 3		Month 4	
			1st Half	2nd Half	1st Half	2nd Half	1st Half	2nd Half	1st Half	2nd Half
Human Resources										
Identify positions to be filled										
Write job specifications										
Write job descriptions										
Determine strategy for finding people										
Implement strategy for identifying candidates										
Confirm understanding of legal issues of interviewing										
Determine legal issues of personnel files (I-9; health records)										
Create personnel record keeping system										
Design employee training program										
Identify sources of continuing education for management										
Consultants										
Complete analysis of human resource capabilities										
Determine need for professional consultants										
Identify professional consultants to use										

Action Steps	Person Responsible	Done 4	Month 1		Month 2		Month 3		Month 4	
			1st Half	2nd Half	1st Half	2nd Half	1st Half	2nd Half	1st Half	2nd Half
Marketing										
Review marketing strategy										
Develop Marketing Activities Schedule for plan implementation										
Confirm marketing plan contains networking strategy										
Begin networking										
Financial Management										
Develop cash flow monitoring system										
Develop key financial data monitoring system										