



Start A New Business Checklist

If you're thinking of starting a business, here's checklist to get you started. It isn't by any means all-inclusive for every business, but it will give you a good idea of how to get started.....

1. Determine your business idea or concept and then ask the hard question, "Is it viable?"
2. Decide on a business name and how you want your business structured. How are you going to legally organize your business/company—a sole proprietorship, a partnership, and LLC or a corporation (S-corp. or C-corp.)? Need qualified assisting deciding which option is best for you and your business, you may want to hire an attorney with this particular expertise.
3. Write a business plan. At least develop an initial business plan; there are all kinds of great resources and examples available.
4. Apply for your Federal Employer Identification Number (FEIN) if you are organizing as a corporation, LLC or partnership (or a sole proprietorship with employees). You'll need a FEIN to open a checking account or prepare employee payroll.
5. Open a company bank—checking, money market, etc—account.
6. Secure office, warehouse or retail space. If you are planning a home-based business then you're already set, but depending on your kind of business you'll probably need to arrange for office space to be leased. If funds are not an issue then you may opt to purchase building or office space. It's wise for most start-ups or new businesses to lease rather than buy until established. Contacting a local commercial realtor for assistance is recommended. Once secured, you'll need to make arrangements for utilities, office furniture and equipment, whether purchased or leased. Also check to see if you're community has a business incubator available for start-up businesses and, if so, see your business qualifies.
7. Obtain necessary licenses and/or permits. Conditional on your type of business, you may need federal, state and/or local licenses and/or permits. Most businesses do not require a federal license or permit but there are some (i.e. investment advising, broadcasting, selling alcohol, to name a few). Best to investigate to be certain. A number of professions do require a state license or permit (building contractors, barbers, real estate agents, to name just a few). Some licensing requirements are based on products sold. Better safe than sorry on this topic. If you have any questions contact the secretary of state's office or hire an attorney to assist you. Most cities or counties require you to obtain a business license, even for home-based businesses. If your business is within Roseburg city limits, you will need to register business. Links to resources can be found below.
8. Hire employees, if needed. If your business plans to hire full-time or part-time employees, even if you only hire yourself, you may need to register pertinent state agencies or obtain workers compensation insurance, unemployment insurance or both.
9. Establish your business' accounting and recordkeeping system(s). Internally set up the necessary accounting and recordkeeping system or hire an external firm to managing these important business functions for you. Familiarize yourself with the new taxes and fees your new business will be required to pay and when (monthly, quarterly, annually). This is a good time to establish your company's document retention and destruction policy based on state and federal requirement. See an example [Document Destruction Schedule](#).

10. Obtain business insurance. There are numerous types of liability insurance for businesses. Your best bet is to contact your local insurance agent to ensure you secure the best insurance for your particular type of business to protect you, your business and your employees.
11. Putting organized systems in place. The last thing we usually think about when just starting a business is preparing if someone else needs to take over and operate for you. Unexpected things happen in life and every business should have processes in place to make sure orders can be processed, customers are served and bills, employees and taxes get paid. This is a good time to create your business' emergency operations plan for all those "it will probably never happen but just in case" occurrences. See a *Disaster Planning Toolkit*. Establishing systems, as automated and efficient as possible, could literally save a company.
12. Develop your identity, your brand. Who are you as a business? What do you stand for or believe in? Branding can include your logo, tagline, font, color scheme. Order letterhead, envelopes, business cards, promotional materials/brochures.
13. Get the word out! You're created your new company. The resources and systems are all in place. You have your brand, now it's time to get the information out to your potential customers. Develop a marketing plan for your products and/or services that will target your desired customers. And, be sure and join your local chamber of commerce to help your business succeed!

Online government resources:

City of Roseburg: <http://www.cityofroseburg.org/doing-business/business-registrations/>

Douglas County: <http://www.co.douglas.or.us/idb/>

Oregon Secretary of State: <https://sos.oregon.gov/business/Pages/default.aspx>

Oregon Department of Business & Consumer Services:
<https://www.oregon.gov/DCBS/pages/index.aspx>

Business Xpress--Oregon Licensing and Permits:
<https://www.oregon.gov/business/Pages/permits.aspx>

Business Oregon: <http://www.oregon4biz.com/Oregon-Business/>

Oregon Dept of Revenue: <https://www.oregon.gov/DOR/programs/businesses/Pages/default.aspx>

Small Business Administration: <https://www.sba.gov/business-guide/10-steps-start-your-business/>

U.S. Internal Revenue Service:
<https://www.irs.gov/businesses/small-businesses-self-employed/checklist-for-starting-a-business>

WorkSource Douglas – Oregon Employment Department:
<https://www.qualityinfo.org/southwestern-oregon>

Oregon Bureau of Labor & Industries: <https://www.oregon.gov/BOLI/pages/index.aspx>