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| [Company Name] | your logo here |

# Start-up Checklist

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| Starting up? | | |
|  | **Yes** | **No** |
| Am I prepared to work for myself? |  |  |
| Am I ready to become my own manager? |  |  |
| Do I understand the different business entity types (sole trader/ partnership/ limited company)? |  |  |
| Have I considered the finances involved in starting my own business? |  |  |

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| Business Planning | | |
|  | **Yes** | **No** |
| Do I understand the purpose of business planning and its importance? |  |  |
| Have I done my financial planning? |  |  |
| Have I outlined and developed my sales and marketing plan? |  |  |
| Do I know who will manage and be responsible for running my business? |  |  |
| Have I developed my business plan? |  |  |

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| Premises | | |
|  | **Yes** | **No** |
| Have I considered whether I want to rent or buy premises? |  |  |
| Have I completed thorough research to ensure location is suitable for my business? |  |  |
| Have I considered setting up my business at home? |  |  |
| Do I know who will manage workplace health and safety? |  |  |

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| My Customers | | |
|  | **Yes** | **No** |
| Have I identified and described my customer? |  |  |
| Do I understand the market I am operating in? |  |  |
| Have I outlined and developed my brand? |  |  |
| Have I positioned the price of my product or service? |  |  |
| Do I know how to sell my product or service? |  |  |
| Have I researched how I will promote my business? |  |  |

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| Help and support | | |
|  | **Yes** | **No** |
| Have I found the right support to get my business up and running? |  |  |
| Did I get advice on how to network? |  |  |
| Should I get business mentoring? |  |  |

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| Aim for growth | | |
|  | **Yes** | **No** |
| Is my business equipped to grow? |  |  |
| Is my business ready to take the next step in the business lifecycle? |  |  |

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| tECHNOLOGY | | |
|  | **Yes** | **No** |
| Have I chosen the appropriate IT support for my business? |  |  |
| Have I developed an online presence (i.e. a website) for my business? |  |  |
| Is my business e-commerce ready? |  |  |

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| Finance | | |
|  | **Yes** | **No** |
| Do I know how much money I need to get my business started? |  |  |
| Have I explored different finance options to start my business? |  |  |
| Have I considered whether I need an accountant or an adviser? |  |  |
| Have I set up a record-keeping process? |  |  |
| Will I use my own money to start my business? |  |  |
| Will I raise finance from friends and family? |  |  |
| Will I get funding from external investors or different sources to get started? |  |  |
| Do I have a sound understanding of business banking? |  |  |
| Have I got a back-up plan, if I am refused external finance? |  |  |
| Can I meet my financial commitments? |  |  |

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| bUSINESS sTRUCTURES | | |
|  | **Yes** | **No** |
| Do I have a suitable business model? |  |  |
| Have I selected the most appropriate structure for my business? |  |  |
| Do I need to register with Companies House? |  |  |
| Have I named my business? |  |  |

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| Business Taxes | | |
|  | **Yes** | **No** |
| Do I understand which business and personal taxes I must pay including National Insurance (NI)? |  |  |
| Do I need to employ the services of an accountant? |  |  |
| Do I need to operate PAYE? |  |  |
| Do I understand PAYE and Payroll? |  |  |
| Do I need to register as an employer with HMRC? |  |  |
| Have I set up a payroll system? |  |  |
| Do I know how to make PAYE payments to HMRC? |  |  |

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| tax for the self-employed | | |
|  | **Yes** | **No** |
| Have I begun tax and national insurance? |  |  |
| Do I understand the process for expenses and records if I am self-employed? |  |  |
| Do I know how to process a self assessment and tax returns? |  |  |

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| Corporation tax | | |
|  | **Yes** | **No** |
| Is my business required to pay Corporation Tax? |  |  |

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| VAT | | | |
|  | **Yes** | **No** | |
| Does my business need to be VAT registered? |  |  | |
| Do I understand what being VAT registered means for my business? |  |  | |
| Do I understand VAT invoices and receipts? |  |  | |
| Do I know how to process and manage my VAT account? |  |  | |
| Do I know how to apply for my VAT registration and when? |  | |  | |
| Do I understand VAT and VAT for my business? |  | |  | |

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| Insurance | | |
|  | **Yes** | **No** |
| Have I insured and protected my business and its premises? |  |  |

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| Trading with other countries | | |
|  | **Yes** | **No** |
| Have I considered trading with other European Union countries? |  |  |
| Have I considered trading with countries outside of the EU? |  |  |
| Have I considered trading with various countries online? |  |  |
| Do I understand the implications of excise duty? |  |  |

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| Employing people | | |
|  | **Yes** | **No** |
| Do I need to employ new staff? |  |  |
| Have I consider how to manage PAYE and employee contracts |  |  |