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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 | [ ]  | [ ]  |