

# CHECKLIST

## FOR STARTING A NEW BUSINESS

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### Background work

- Assess your strengths and weaknesses as an entrepreneur
- Establish business and personal goals
- Assess your financial resources and identify potential sources of funds
- Determine the start-up costs
- Decide on your business location
- Identify your customers
- Identify your competitors
- Develop a marketing plan

### First steps

- Prepare brochures
- Build a web site ( We have a designer to recommend , just ask us.)
- Set-up business e-mail accounts
- Get business cards ( **We offer free cards with \$100 - \$300 in guest purchases**)
- Join a organization (Local Chamber of Commerce, Meetup events for Pet owners, Have your information available at rescue and pet related events)
- Choose a date for your first paw party
- Prepare and deploy your communication/marketing strategy (Party invites by email, in person or by mail)