

STEPS TO STARTING A BUSINESS - SIX MONTH PLAN

Task Name	Duration
Phase 1 - Strategic Plan	23 days
Self Assessment	3 days
Define business vision	1 day
Identify available skills, information and support	1 day
Decide whether to proceed	1 day
Define the Opportunity	10 days
Research the market and competition	1 day
Interview owners of similar businesses	5 days
Identify needed resources	2 days
Identify operating cost elements	2 days
Evaluate Business Approach	4 days
Define new entity requirements	1 day
Identify on-going business purchase opportunities	1 day
Research franchise possibilities	1 day
Summarize business approach	1 day
Evaluate Potential Risks and Rewards	7 days
Assess market size and stability	2 days
Estimate the competition	1 day
Assess needed resources availability	2 days
Evaluate realistic initial market share	1 day
Determine financial requirements	2 days
Review personal suitability	1 day
Evaluate initial profitability	1 day
Review and modify the strategic plan	2 days
Confirm decision to proceed	0 days
Phase 2 - Define the Business Opportunity	23 days
Define the Market	13 days
Access available information	1 day
Create market analysis plan	2 days
Implement market analysis plan	5 days
Identify competition	2 days
Summarize the market	2 days
Identify target market niche	1 day
Identify Needed Materials and Supplies	7 days
Select a business approach (from "Evaluate Business")	2 days
Identify management staff resources	1 day
Identify staffing requirements	1 day
Identify needed raw materials	1 day
Identify needed utilities	1 day
Summarize operating expenses and financial projection	1 day
Evaluate Potential Risks and Rewards	6 days
Assess market size and stability	2 days
Assess needed resources availability	2 days

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_____	Forecast financial returns	2 days
_____	Review and modify the business opportunity	1 day
_____	Confirm decision to proceed	0 days
_____	Phase 3 - Plan for Action	21 days
_____	Develop Detailed 5-Year Business Plan	21 days
_____	Describe the vision and opportunity	1 day
_____	List assumptions	1 day
_____	Describe the market	1 day
_____	Describe the new business	1 day
_____	Describe strengths, weaknesses, assets and threats	1 day
_____	Estimate sales volume during startup period	1 day
_____	Forecast operating costs	1 day
_____	Establish pricing strategy	1 day
_____	Forecast revenue	1 day
_____	Summarize pro-forma financial statement	2 days
_____	Develop break-even analysis	1 day
_____	Develop cash-flow projection	1 day
_____	Identify licensing and permitting requirements	1 day
_____	Develop startup plan	2 days
_____	Develop sales and marketing strategy	1 day
_____	Develop distribution structure	1 day
_____	Describe risks and opportunities	2 days
_____	Publish the business plan	1 day
_____	Confirm decision to proceed	0 days
_____	Phase 4 - Proceed With Startup Plan	53 days
_____	Choose a location	1 day
_____	Establish Business Structure	24 days
_____	Choose a Name	2 days
_____	Identify implications	1 day
_____	Research name availability	1 day
_____	Choose a Bank	5 days
_____	Establish accounts	4 days
_____	Establish line of credit	1 day
_____	Choose legal representation	1 day
_____	Select business tax-business category	2 days
_____	Choose capital funding source	2 days
_____	Commit capital funding	0 days
_____	Establish the Operating Control Base	12 days
_____	Choose and set up the accounting system	2 days
_____	Obtain required licenses and permits	4 days
_____	Obtain needed insurance	4 days
_____	Establish security plan	2 days
_____	Develop Marketing Program	4 days
_____	Establish an advertising program	2 days
_____	Develop a logo	1 day
_____	Order promotional materials	1 day
_____	Provide Physical Facilities	15 days

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_____	Secure operation space	5 days
_____	Select computer network hardware	1 day
_____	Select computer software	1 day
_____	Establish utilities	3 days
_____	Provide furniture and equipment	4 days
_____	Move in	1 day
	Provide Staffing	40 days
_____	Interview and test candidates	14 days
_____	Hire staff	10 days
_____	Train staff	16 days
_____	Start up the business	0 days