

STARTING A NEW BUSINESS -V1

CHECKLIST



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WHAT DO WE DO?

DIGITAL MARKETING SOLUTION

MOHBILITY AGENCY strives to take the stress out of this process by using multiple marketing and advertising avenues to offer our clients a wide range of options that best fit their goals to generate growth, while being mindful of their bottom line.

BRAND MANAGEMENT STRATEGY

MOHBILITY AGENCY works with startups and existing businesses, including nonprofit organizations to create a long-term brand strategy and business plan focused on customers, markets, and bringing value to the organization's products and services.



1 - BACKGROUND WORK

- Analyze your business idea by doing a SWOT analysis.
- Assess your strengths and weaknesses as an entrepreneur.
- Establish business and personal goals.
- Assess your financial resources and identify potential sources of funds.
- Identify the financial risks.
- Determine the start-up costs.
- Decide on your business location.
- Do a thorough market research.
- Identify your customers.
- Identify your competitors.
- Develop a marketing plan.



NOTES:



2 - BUSINESS TRANSACTION

- Select a lawyer and an accountant software.
- Choose a form of organization (proprietorship, partnership, or corporation, for example).
- Create your business (register your company's name, incorporate the business, etc.).
- Select a banker and set up a business checking account.
- Prepare a business plan.
- Apply for business loans and grants (if applicable).
- Establish a line of credit (if possible).
- Select an insurance agent and obtain business insurance.



NOTES:



3 - FIRST STEPS

- Get an Employer ID Number (EIN) - (if applicable).
- Set-up business email accounts at the business domain (you@domain.com).
- Get business cards designed and printed.
- Get a Dun & Bradstreet (DUNS) number (if applicable).
- Obtain State business licenses or permits (if applicable).
- Join a professional organization.
- Prepare corporate brochures.
- Line up suppliers (if applicable).
- Choose an official launch date.
- Prepare and deploy your communication/marketing strategy.



NOTES:



4 - CONTACT US



NEED SOME HELP ?

**LET'S
Talk !**



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