

Starting Your Business Checklist

Where do I start? What do I do next?



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TECHNOLOGY & TOOLS

- Purchase and set up necessary technology - computers, software, communication tools, point of purchase software
- Utilize relevant applications and AI for efficiency and productivity
- Develop a website; focus on SEO
- Implement cyber security measures



BRAND IDENTITY

- Design a logo and create a brand identity including brand colors, tone and voice
- Develop marketing materials: business cards, brochures, flyers, branded apparel or other swag
- Establish a social media presence

PRODUCTS/SERVICES SALES

- Define your product /services offering
- Set your pricing strategy based on your market research. Create an online sales funnel
- Develop a go-to-market sales strategy
- Set up a customer relationship management system (CRM)
- Ensure compliance with Canadian privacy laws, such as the Personal Information Protection and Electronic Documents Act (PIPEDA).



EMPLOYEES AND HR

- Determine your staffing needs
- Create job descriptions with detailed role requirements, expectations and expected schedule
- Develop an employee handbook
- Ensure you are complying with all labor and safety laws and health regulations

OPERATIONS

- Establish operational processes as required/if applicable
- Source suppliers, vendors, strategic partners
- Set up an inventory management system as required/if applicable
- Obtain necessary business insurance - liability, property etc.



NETWORKING & MARKETING

- Seek out and attend networking events to raise your community profile and get your business name and service/product offering out to the public
- Develop a marketing plan
- Utilize SEO, newsletter and drip campaigns and social media to attract, engage and acquire customers