



**WNY BE IN  
BUSINESS**



**RESOURCE NAVIGATOR**  
wnybeinbusiness.org

# PLANNING YOUR BUSINESS CHECKLIST

You've got a great idea.  
Now, make a plan to turn it into a great business.

## Market research and competitive analysis

Market research helps you find customers for your business. Competitive analysis helps you make your business unique. Combine them to find a competitive advantage for your small business.

Get a competitive advantage

## Write your business plan

Your business plan is the foundation of your business. Learn how to write a business plan quickly and efficiently with a business plan template.

Write your business plan

## Calculate your startup costs

How much money will it take to start your small business? Calculate the startup costs for your small business so you can request funding, attract investors, and estimate when you'll turn a profit.

Identify your startup costs

## Establish business credit

Learn how to apply for business credit and maintain your credit history.

Understand business credit

## Fund your business

It costs money to start a business. Funding your business is one of the first — and most important — financial choices most business owners make. How you choose to fund your business could affect how you structure and run your business.

Choose a funding source

## Buy an existing business or franchise

Starting a business from scratch can be challenging. Franchising or buying an existing business can simplify the initial planning process.

Consider buying a business

Visit this link for further assistance:

<https://www.sba.gov/business-guide/plan-your-business>

Source: sba.gov



Visit the  
Events Calendar for  
information & training

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