

eCourse Outline

Starting a Business in NH - Planning and Research

1. Writing a business plan

- a. Why do I need a business plan?
 - i. Document the idea
 - ii. Focus your efforts
 - iii. Secure funding
 - iv. Build consensus
 - v. Garner support
 - vi. Guide through change
- b. What is in a business plan?
 - i. Executive summary
 - ii. Company information
 - iii. Market analysis
 - iv. Organizational structure
 - v. Product/service offerings
 - vi. Market strategy
 - vii. Financial projections
- c. Business planning – market analysis
 - i. Know your customer
 - ii. Understand your competition
 1. Direct vs. indirect competitors
- d. Business planning tools

2. Funding your business

3. Licenses & permitting

- i. Licenses or permits from state government
- ii. Licenses or permits from federal government

4. Structuring & registering

- a. Choosing a business type
 - i. The variables
- b. Types of business structures
- c. Registering your business

5. Selecting insurance coverage

- a. Small business insurance
- 6. Protecting intellectual property**
- 7. Ensuring employee safety**
 - a. Health & safety
 - i. OSHA
- 8. Keeping records**
 - a. Record keeping & accounting
- 9. Taxes**
 - a. NH
- 10. Wrap up**