Business Stages Checklist

Here is a checklist of the basic areas you should cover in the key stages of starting and running business. The list is not exhaustive; you also may not necessarily complete the items in the sequence shown.

Need to speak to someone about any of the procedures below? Call the EnterpriseOne hotline at (65) 6898 1800. The hotline is open 8:30am – 5:30pm, Monday to Friday.

No.	Key Activity	Status
PLAN		
1	**Research your market** Target customers, market need, competitors, market size, market trends	
2	**Write your business plan** Executive summary, vision/mission, market analysis, organisation structure, sales & marketing plan, operational plan, financial projections, growth and exit strategies	
3	**Work out your financial plan** Start-up costs, break-even point, sales targets, balance sheet, income statement, cash flow statement	
4	**Plan for long-term success** Clear personal and company goals, marketing plan, long-term planning for risk and failure, the future and for succession	
5	**Choose a good business name** Memorable, unique (offline and online), relevant to your business	
START		
6	**Choose the right business structure** Sole proprietorship, partnership, limited liability partnership, private limited company	
7	**Register your business** Eligibility requirements, SSIC code, local address, Medisave top-up, ACRA	
8	**Obtain working capital** Savings, loans, investors, government assistance	
9	**Set up your bank account & accounting system** Prepare to issue and receive payments	
10	**Understand your tax obligations** Income tax, filing requirements, dates, GST	
11	**Apply for the relevant licences and permits** Based on industry or activity	
12	**Look for business premises** Home office, government-managed (HDB/SLA/JTC), commercial	

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No.	Key Activity	Status
13	**Assemble the right team** Partners, staff, suppliers, consultants, advisors	
14	**Apply for relevant work permits or visas** Work permit, employment pass, entrepass (foreigners)	
15	**Protect your assets** Patents, trademarks, copyrights, registered designs, non-legal ways of protection	
16	**Prepare your sales and marketing plan/approach** Networking, obtain leads, word-of-mouth marketing, advertising plan	
17	**Setup your website, emails and marketing collateral** Domain name, website creation and hosting, marketing communications	