

# Business Basics On-Line Course Outline

## **Section 1: Starting Your Business**

- Analyzing the Feasibility of Your Business Idea
- Startup Business Costs Worksheet
- Calculating the Breakeven Point
- Do You Have the Right Skills/Personality to Become an Entrepreneur?

## **Section 2: What Form of Organization to Use**

- Quick Reference Guide to Legal Business Formations

## **Section 3: Writing a Business Plan**

- Business Plan Outline

## **Section 4: Developing a Marketing Plan**

- Sample Market Analysis

## **Section 5: Financial Plan Statements**

- Financial Statement Definitions
- Sources and Uses of Funds
- Balance Sheet
- Income Statement
- Cash Flow Statement
- Personal Financial Statements

## **Section 6: How and Where to Get Capital to Start**

- The Realities of Grants
- How to Obtain Your Free Credit Report
- Sources of Financing
- What Information Does the Lender Need to Know

## **Section 7: Hiring Professionals For Your Team**

- The Accountant, Attorney, Banker, Insurance Agent and Real Estate Agent

## **Section 8: Government Regulations**

- Permits and Licenses
- Chautauqua County Certificate of Business Name (DBA)
- NYS Sales Tax Authority
- Federal Employer Identification Number (EIN)
- Employer Responsibilities - Checklist

## **Section 9: Essentials of Good Record Keeping**

- Determine Your Record Keeping Needs
- Cash Receipts Sample Sheets
- Sales Tax Returns
- Self-Employment Tax

## **Section 10: SBDC Services**

- Helping Your Business Grow
- Small Business Websites

## **Sources of Reference**

