

Top 10 General Business Considerations for Businesses

When starting a business, it is imperative to plan for success. The uncertainties that businesses face are ever changing. However, there are certain considerations that will protect your business from these uncertainties and ensure its growth.

1. Business Planning: This will serve as foundation for your company's growth and success

- a. Gauge market's potential size.
- b. Recognize customer needs.
- c. Identify advertising strategies
- d. Identify your competitors.

2. Financial Planning

- a. Efficiently manage funds. Identify additional sources of revenue.
- b. Identify appropriate loans, only if necessary.
- c. Set aside a collateral.
- d. Consider cash-flow management: forecasting, budgeting, controlling, disbursing and investing
- e. Improve liquidity and increase profits
- f. Identify all expenses going out on a separate list. This means down to the last penny.
- g. Identify all income on a separate list.

3. Market Your Business

- a. Identify and respond to emerging trends where your business could fill a need.
- b. Find new outlets through which to market your business from the very beginning.

4. Select the proper Legal Structure

- a. There are around 15 different types of business entities. Your chosen legal structure will affect how you run your business. It will also have implications on how you pay your taxes and keep your accounts.
- b. Make sure to choose the right one and be aware of the benefits that each type of entity provides. You have selected your entity and you will want to discuss with your accountant any and all the tax benefits that might be available.

5. Manage Business Risk

- a. It is highly recommended to carry out a risk assessment to help identify the risks posed to individuals by business activities. Mitigate these risks or hazards as much as possible. Make sure to acquire the correct type of insurance. Most business zones require all businesses that employ a number of workers to get employer's liability insurance. Additionally, acquire public liability or professional indemnity as well. These types of coverage will help protect your business from compensation claims if something goes awry.
- b. Non-Disclosure agreements are important in order to keep your business' information private and avoid any unwanted leaks.
- c. Trademark or Copyright registration is also important. This will prevent others from registering their company under the same name. It will also protect the business' brand from being used anywhere else.
- d. Apply for the right licenses. Each state has its own licensing guidelines and applying for the correct licenses will safeguard your business from any uncertainties.

6. Managing the Workforce

- a. Set standards of performance in order to ensure an efficient workforce
- b. Implement things like a time recording system; a new employee orientation program; a training program that includes policies and procedures dealing with internal controls; and a performance measurement system.
- c. Even if you do not have any employees, your ownership team will want to all be trained on the key areas of the business from marketing, tracking financials, bringing in new business, and more.

7. Utilize Technology

- a. Technology will serve to facilitate all aspects of the business.
- b. From daily performance to marketing your business always consider implementing programs that will help you scale your business. This could be in terms of database management, scheduling, or any models of event design or services you will offer.

8. Succession Planning is especially important to keep the business alive for the future.

- a. Consider transferring management to somebody else before succeeding
- b. Transfer equal share of the business to the next leader
- c. Plan ahead to a minimum of five years in order to avoid any uncertainties when leaving
- d. Develop strategies for minimizing taxes upon your death or leave so that business assets do not need to be liquidated to pay any estate tax liability.

9. Protect Against Fraud

- a. Make sure to consult experts on the matter to keep your information and your client's information secure.
- b. Make sure your staff is trained to not open suspicious emails, use unknown USB drives.
- c. Use anti-virus software and anti-malware protections. You may also consider options for cyber security insurance.

10. Use Professional Advisors

- a. Choose the right attorney to aid you with all legal matters. Many matters can be complicated and require assistance. Hiring an attorney to help with all matters of your company will facilitate the process and ensure nothing is being overlooked. You have done this and we look forward to continuing to work with you all on future projects as well.
- b. You will also want to consider an accountant to review your financial documents and to assist with tax filings.
- c. You may also consider hiring a fractional CFO service to assist with setting pricing and maximizing revenues. One great company we have used is Nperspectives Fractional CFO Advisory Firm.