

Opp & Covington County Area
Chamber of Commerce

How to Start
YOUR SMALL
BUSINESS

A Handy Checklist

Opp

Alabama



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Do you have a great business idea? We are here to help you get started!

- Conduct market research. Is there a need for what you offer, who's your competition?
- Test the idea: Ask people in your target market what they think (they can be friends and family but only if they fit your ideal audience.)
- Pick a business name. Search the trademark site to ensure you're not in conflict. (www.uspto.gov/trademarks/search)
- Write a business plan. The Small Business Association can show you how. (www.sba.gov/business-guide/plan-your-business/write-your-business-plan)
- Establish a budget. Include startup costs and years 1-2. Set up an accounting system.
- Choose a legal structure for your business. (www.nerdwallet.com/article/small-business/business-structure)
- Register your business with the State of Alabama. (www.revenue.alabama.gov/division/business-license)
- Secure business capital and funding. Create materials to attract investors and win them over.
- Apply for tax ID's, licenses, and permits. (www.cityofopp.com/index.php/city-clerk)
- Brand your business. Select brand colors and fonts. Create a logo (or have it created) and create a professional website.
- Use your market research on your target audience to decide which social media platforms you will use. Claim your name and fill out your account details.

- Build a strong team. If you're hiring, let the Opp & Covington County Area Chamber know and we'll help you get the word out.
- Use your market research to create a marketing plan.
- Join the Opp & Covington County Area Chamber of Commerce. Membership plans start at only \$100 per year!
- Contact the chamber to set a ribbon cutting date or special opening announcement.