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MKT250

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Legal Structure

The legal structure of an online business is as important as a physical business. Although the regulations are different for online business, is still important to know them. During this week, I selected the legal structure of my business. After studing the different structures, I choose sole Proprietor. Solo proprietor is the most traditional form of business, where one simply goes into business in their own name or under a "doing business as" (DBA) trade name. It offers the least protection to the owner of the business but is the simplest to set up.

I think this is the best option for my business because I want to keep my business simple. A sole proprietorship is the easiest type of business to establish or take apart, due to a lack of government regulation. This type of business are very popular around the country.