

ILIKO

HEALTH ASSISTANT

YOUR PERSONAL ...



sential to the startup effort is the creation of a business plan – a detailed map of the new business to be created.

Who?

Careful research of the industry and consumer makeup must be conducted before starting up a business. Some business owners choose to hire market research firms to aid them.



What?

In most areas, businesses are expected to submit to health inspections and authorizations and obtain certain business licenses and permits.

EQUIPMENT & SUPPLIES

Every business type requires some form of equipment and basic supplies. Before adding equipment expense to the list of startup costs, a decision has to be made: to lease, or to buy.



ADVERTISING & PROMOTION

Advertising and promoting the business is much more than ad placement. It also includes marketing - everything a company does in order to attract clients to the business.

BORROWING COSTS

Starting up any kind of business requires an infusion of capital. There are two ways to acquire capital for a business: equity financing and debt financing.

