

# BUSINESS STARTUP COSTS

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

## RESEARCH EXPENSES

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.



## INSURANCE, LICENSE, PERMIT FEES

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.

