Entrepreneurship for the People

Government Resources for researching, starting, and growing your business
Who is this guy?

• Tyler Martindale
  • *Business and Economics* Librarian @ Auburn University Libraries
  • tyler.martindale@auburn.edu
  • (334) 844-2715
  • libguides.auburn.edu/martindale
Today’s Plan

• Business Research/Reference

• Planning, launching, growing a business
Just so we’re on the same page -
Government Documents are...
Business Research and/or Reference

Gov Docs can help learn about companies, industries, finances, and demographics
• Company Information
  • Who are the top executives at IBM?

• Industry Information
  • What is the average national wage for steel workers?

• Investing/Financial Information
  • What was the EBITDA for Walmart in 2018?

• Demographic Information
  • What is the average income for college-educated Hispanics in Auburn?
Company Information

- Securities and Exchange Commission
- 10-K, 10-Q, S-1, etc
- EDGAR (Electronic Data Gathering, Analysis, and Retrieval – 1984)
- Public Companies Only
BUSINESS DESCRIPTION

La Petite, founded in 1968, is the second largest privately held and one of the leading operators of for-profit preschool educational centers (commonly referred to as Academies) in the United States based on the number of centers operated. The Company provides center-based educational services and childcare to children between the ages of six weeks and 12 years. Management believes the Company differentiates itself through its superior educational programs, which were developed and are regularly enhanced by its curriculum department. The Company's focus on quality educational services allows it to capitalize on the increased awareness of the benefits of premium educational instruction for preschool and elementary school-age children. At its residential and employer-based Academies, the Company utilizes its proprietary Journey(R) curriculum with the intent of maximizing a child's cognitive, social, and physical development. The Company also operates Montessori schools that employ the Montessori method of teaching, a classical approach that features the programming of tasks with materials presented in a sequence dictated by each child's capabilities.

As of July 2, 2005, the Company operated 649 schools, including 590 residential Academies, 30 employer-based Academies and 29 Montessori schools located in 36 states and the District of Columbia. For the 52 weeks ended July 2, 2005, the Company had an average attendance of approximately 65,600 full and part-time children.

CURRICULUM

Residential and Employer-Based Academies. La Petite maintains a team of internal early childhood education experts who design curricula and program materials for each developmental age group that La Petite serves.
Industry Information

- NAICS Manual
- SIC Search
- Industry Statistics Portal
- Bureau of Economic Analysis
  - Regional Economic Accounts – geographic distribution of economic activity and growth
  - Industry Economic Accounts – detailed view of US producers and users, and production across industries
- BLS Statistics by Industry
North American Industry Classification System

2017 NAICS Definition

624410 Child Day Care Services
This industry comprises establishments primarily engaged in providing day care of infants or children. These establishments generally care for preschool children, but may care for older children when they are not in school and may also offer pre-kindergarten and/or kindergarten educational programs.

Illustrative Examples:
- Child day care
- Child day care centers
- Preschool centers

Reference Files
- 2017 NAICS
- 2012 NAICS
- 2007 NAICS
- 2002 NAICS
- 1997 NAICS
- Cross-References
- Establishments primarily engaged in offering kindergarten educational programs are classified in Industry 611110, Elementary and Secondary Schools.

<table>
<thead>
<tr>
<th>2007</th>
<th>2012</th>
<th>2017</th>
<th>Corresponding Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>624410</td>
<td>624410</td>
<td>624410</td>
<td>Babysitting services in provider’s own home, child day care</td>
</tr>
<tr>
<td>624410</td>
<td>624410</td>
<td>624410</td>
<td>Babysitting services, child day care</td>
</tr>
<tr>
<td>624410</td>
<td>624410</td>
<td>624410</td>
<td>Child day care centers</td>
</tr>
<tr>
<td>624410</td>
<td>624410</td>
<td>624410</td>
<td>Child day care services in provider’s own home</td>
</tr>
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<td>624410</td>
<td>624410</td>
<td>624410</td>
<td>Child day care, before or after school, separate from schools</td>
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<tr>
<td>624410</td>
<td>624410</td>
<td>624410</td>
<td>Day care centers, child or infant</td>
</tr>
<tr>
<td>624410</td>
<td>624410</td>
<td>624410</td>
<td>Day care services, child or infant</td>
</tr>
<tr>
<td>624410</td>
<td>624410</td>
<td>624410</td>
<td>Group day care centers, child or infant</td>
</tr>
<tr>
<td>624410</td>
<td>624410</td>
<td>624410</td>
<td>Head start programs, separate from schools</td>
</tr>
<tr>
<td>624410</td>
<td>624410</td>
<td>624410</td>
<td>Infant day care centers</td>
</tr>
<tr>
<td>624410</td>
<td>624410</td>
<td>624410</td>
<td>Infant day care services</td>
</tr>
<tr>
<td>624410</td>
<td>624410</td>
<td>624410</td>
<td>Nursery schools</td>
</tr>
</tbody>
</table>
| 624410 | 624410 | 624410 | Pre-kindergarten centers (except part of elementary school system)
# Guide to All Census Bureau Data Sources for This Industry

<table>
<thead>
<tr>
<th>Source &amp; Description</th>
<th>Frequency</th>
<th>Latest Data</th>
<th>Geography</th>
<th>Industry</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual Capital Expenditures Survey (ACES)</td>
<td>Annual</td>
<td>2017</td>
<td>U.S.</td>
<td>Selected 2- thru 6-digits</td>
</tr>
<tr>
<td>County Business Patterns (BP)</td>
<td>Annual</td>
<td>2016</td>
<td>U.S., states, counties, metros, ZIP Codes, and island areas</td>
<td>Selected 2- thru 6-digits</td>
</tr>
<tr>
<td>Statistics of U.S. Businesses (SUSB)</td>
<td>Annual</td>
<td>2016</td>
<td>U.S., states, metro areas, counties</td>
<td>Selected 2- thru 6-digits</td>
</tr>
<tr>
<td>Economic Census (ECN)</td>
<td>Every 5 years</td>
<td>2012</td>
<td>U.S., states, counties, places, metros, ZIP Codes</td>
<td>2- thru 6-digits</td>
</tr>
<tr>
<td>Survey of Business Owners (SBO)</td>
<td>Every 5 years</td>
<td>2012</td>
<td>U.S., states, counties, cities, metro areas</td>
<td>Selected 2- thru 6-digits</td>
</tr>
</tbody>
</table>
Real gross output for real estate and rental and leasing increased 1.5 percent in the third quarter, after increasing 2.9 percent in the second quarter. The third quarter increase was primarily attributed to housing.

Professional, scientific, and technical services increased 2.4 percent, after increasing 7.9 percent. The third quarter increase was primarily attributed to computer systems design and related services.

Wholesale trade increased 4.0 percent, after increasing 7.1 percent.
Financial Information

- SEC.gov
  - Company Financials (10-Ks, etc)
  - Mutual Funds
  - Money Market Funds
  - Exchange-traded Funds
  - Variable Annuities

- Investor.gov
  - Publications and Research
<table>
<thead>
<tr>
<th>Sector</th>
<th>Holdings (Whole)</th>
<th>Holdings (Restricted)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Entertainment - 2.0%</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Activision Blizzard, Inc.</td>
<td>5,346,261</td>
<td>266,871</td>
</tr>
<tr>
<td>Electronic Arts, Inc. (a)</td>
<td>2,137,483</td>
<td>179,698</td>
</tr>
<tr>
<td>Netflix, Inc. (a)</td>
<td>3,063,574</td>
<td>873,719</td>
</tr>
<tr>
<td>Take-Two Interactive Software, Inc. (a)</td>
<td>788,199</td>
<td>87,538</td>
</tr>
<tr>
<td>The Walt Disney Co.</td>
<td>10,429,039</td>
<td>1,204,460</td>
</tr>
<tr>
<td>Twenty-First Century Fox, Inc.:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Class A</td>
<td>7,391,366</td>
<td>365,661</td>
</tr>
<tr>
<td>Class B</td>
<td>3,416,090</td>
<td>167,471</td>
</tr>
<tr>
<td>Viacom, Inc. Class B (non-vtg)</td>
<td>2,478,390</td>
<td>78,483</td>
</tr>
<tr>
<td><strong>Interactive Media &amp; Services - 4.4%</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Alphabet, Inc.:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Class A (a)</td>
<td>2,056,081</td>
<td>2,325,916</td>
</tr>
<tr>
<td>Class C (a)</td>
<td>2,159,076</td>
<td>2,362,960</td>
</tr>
<tr>
<td>Facebook, Inc. Class A (a)</td>
<td>16,911,494</td>
<td>2,377,825</td>
</tr>
<tr>
<td>TripAdvisor, Inc. (a)(b)</td>
<td>717,309</td>
<td>45,951</td>
</tr>
<tr>
<td>Twitter, Inc. (a)</td>
<td>6,048,553</td>
<td>158,777</td>
</tr>
<tr>
<td><strong>Media - 1.3%</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CBS Corp. Class B</td>
<td>2,373,849</td>
<td>128,615</td>
</tr>
<tr>
<td>Charter Communications, Inc. Class A (a)</td>
<td>1,251,949</td>
<td>412,142</td>
</tr>
<tr>
<td>Comcast Corp. Class A</td>
<td>32,063,801</td>
<td>1,250,809</td>
</tr>
</tbody>
</table>
Demographic Information

- US Census
  - American Factfinder
  - County Business Patterns
- Bureau of Labor Statistics
  - BLS Statistics on Spending and Time Use
- PolicyMap
Annual Survey of Manufactures (ASM)

The Annual Survey of Manufactures (ASM) provides sample estimates of statistics for all manufacturing establishments with one or more paid employee.
Overview of BLS Statistics on Spending and Time Use

One BLS program produces data on consumer unit (household) spending, and one produces data on time use.

Consumer Spending

The Consumer Expenditure Survey measures the spending habits of U.S. consumers and includes data on their expenditures, income, and characteristics.

Time Use

The American Time Use Survey (ATUS) measures the amount of time people spend doing various activities, such as paid work, childcare, volunteering, and socializing.
### Table View

**Not all rows may be displayed below.**

Click Back to Search to select other geographies or industry codes using the search options on the left.

The table contains a total of 3,166,583 data rows.

**Release Date:** 04/19/2018

**NOTE:** Data based on the 2015 County Business Patterns. CBP html tables and download files can be found at the [County Business Patterns Website](https://www.census.gov/econ/cbp/). For information on confidentiality protection, sampling error, nonsampling error and definitions, see Survey Methodology. Data in this table represent those available when this report was created; data may not be available for all NAICS industries or geographies. Excludes most government employees, railroad employees, and self-employed persons.

<table>
<thead>
<tr>
<th>Geographic area name</th>
<th>2012 NAICS code</th>
<th>Meaning of 2012 NAICS code</th>
<th>Year</th>
<th>Number of establishments</th>
<th>Paid employees for pay period including March 12 (number)</th>
<th>First quarter payroll ($1,000)</th>
<th>Annual payroll ($1,000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lee County, Alabama</td>
<td>562410</td>
<td>Child day care services</td>
<td>2010</td>
<td>25</td>
<td>480</td>
<td>1,134</td>
<td>410</td>
</tr>
</tbody>
</table>
Putting it into practice, a daycare example
Version 2.5

Small Business Edition is built primarily for small business owners who need key data for their business plan or to better understand their potential market. It presents data for a single type of business and geography at a time.

Regional Analyst Edition is built primarily for chambers of commerce and regional planning staff who need a broad portrait of the people and businesses in their service area. It presents data for all sectors of the economy and for a user-defined region made up of one or more areas.

Key Features

- Easy to use menus and Search tools to select the location you'd like to research and nearly all types of businesses
- Interactive maps to browse and download data about the selected area and type of businesses
- A customizable dashboard that includes time series and geographic comparison charts
- Interactive and downloadable reports (including charts) that can be easily incorporated into your research
Day Care Business

1. What type of business do you want to research?

Select the type of business you want to research by either selecting it first from the "Most Popular" categories below (and the detailed list provided) or by using the Type of Business Search. (You must choose one type of business.)

- Construction
- Food Services
- Healthcare
- Personal Services
- Prof & Biz Services
- Retail

or Search for your type of business

2. Where are you considering locating the business?

Select the location you want to research either clicking on the My Location button or by searching for it.

- My Location

or

- State, County, City/Town, or ZIP Code

Click "Go to Map" to browse the information about the potential customers and competitors for the location you are researching. (Note: You must choose a Type of Business and Location.)

Click "Create Report" to go straight to the report for your type of businesses and location. (Note: You must choose a Type of Business and Location.)
1. What type of business do you want to research?

Select the type of business you want to research by either selecting it first from the “Most Popular” categories below (and the detailed list provided) or by using the Type of Business Search. (You must choose one type of business.)

Daycare

2. Where are you considering locating the business?

Select the location you want to research either clicking on the My Location button or by searching for it.

My Location

Search for your type of business

Industry Title, Keyword, or NAICS Code
Determine the Best Location for Your Business

1. What type of business do you want to research?
Select the type of business you want to research by either selecting it first from the "Most Popular" categories below (and the detailed list provided) or by using the Type of Business Search. (You must choose one type of business.)

You selected: Personal Services > Day Care

Number of Establishments (U.S.): 74,344

or Search for your type of business

2. Where are you considering locating the business?
Select the location you want to research either clicking on the My Location button or by searching for it.

My Location

State, County, City/Town, or ZIP Code

Click "Go to Map" to browse the information about the potential customers and competitors for the location you are researching. (Note: You must choose a Type of Business and Location.)

Go To Map

Click "Create Report" to go straight to the report for your type of businesses and location. (Note: You must choose a Type of Business and Location.)

Create Report
### 2012 NAICS: 6244 - Child day care services

#### Guide to All Census Bureau Data Sources for This Industry

<table>
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<tr>
<th>Source &amp; Description</th>
<th>Frequency</th>
<th>Latest Data</th>
<th>Geography</th>
<th>Industry</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quarterly Financial Report (QFR)</td>
<td>Quarterly</td>
<td>4Q 2018</td>
<td>U.S.</td>
<td>Selected 3 digits</td>
</tr>
<tr>
<td>Quarterly Services Survey (QSS)</td>
<td>Quarterly</td>
<td>4Q 2018</td>
<td>U.S.</td>
<td>Selected Services 2- thru 4-digits</td>
</tr>
<tr>
<td>Quarterly Workforce Indicators (QWI)</td>
<td>Quarterly</td>
<td>4Q 2018</td>
<td>States, counties, metro areas</td>
<td>Selected 2- thru 4-digits</td>
</tr>
<tr>
<td>Annual Capital Expenditure Survey (ACES)</td>
<td>Annual</td>
<td>2017</td>
<td>U.S.</td>
<td>Selected 2- thru 5-digits</td>
</tr>
<tr>
<td>County Business Patterns (CBP)</td>
<td>Annual</td>
<td>2016</td>
<td>U.S., states, counties, metro, ZIP Codes, and island areas</td>
<td>Selected 2- thru 5-digits</td>
</tr>
<tr>
<td>Nonemployer Statistics (NES)</td>
<td>Annual</td>
<td>2016</td>
<td>U.S., states, metro areas, counties</td>
<td>Selected 2- thru 5-digits</td>
</tr>
<tr>
<td>Service Annual Survey (SAS)</td>
<td>Annual</td>
<td>2017</td>
<td>U.S.</td>
<td>Selected Services 3- thru 6-digits</td>
</tr>
<tr>
<td>Statistics of U.S. Businesses (SUSB)</td>
<td>Annual</td>
<td>2016</td>
<td>U.S., states, metro areas, counties</td>
<td>Selected 2- thru 6-digits</td>
</tr>
<tr>
<td>Economic Census (ECN)</td>
<td>Every 5 years</td>
<td>2012</td>
<td>U.S., states, counties, places, metros, ZIP Codes</td>
<td>2- thru 0-digits</td>
</tr>
<tr>
<td>Economic Census of Island Areas (IA)</td>
<td>Every 5 years</td>
<td>2012</td>
<td>American Samoa, Commonwealth of the Northern Mariana Islands, Guam, Puerto Rico, and the US Virgin Islands</td>
<td>2- thru 5-digits</td>
</tr>
<tr>
<td>Survey of Business Owners (SBO)</td>
<td>Every 5 years</td>
<td>2012</td>
<td>U.S., states, counties, cities, metro areas</td>
<td>Selected 2- thru 5-digits</td>
</tr>
</tbody>
</table>
Determine the Best Location for Your Business

1. What type of business do you want to research?
Select the type of business you want to research by either selecting it first from the “Most Popular” categories below (and the detailed list provided) or by using the Type of Business Search. (You must choose one type of business)

You selected: Personal Services > Day Care

Number of Establishments (U.S.): 74,344

2. Where are you considering locating the business?
Select the location you want to research either clicking on the My Location button or by searching for it.

My Location

or

Search for location

Auburn city, Alabama

Click "Go To Map" to browse the information about the potential customers and competitors for the location you are researching. (Note: You must choose a Type of Business and Location.)

Go To Map

Click "Create Report" to go straight to the report for your type of businesses and location. (Note: You must choose a Type of Business and Location.)

Create Report
Auburn city, Alabama

15 (n/a)
Employer establishments
(MoE +/-)

- Total population: 61,462
- Consumer expenditures per household: $274.82
- Percent under 5 years: 4.8%
- Consumer expenditures per household: $1,654.96

Create Report
Estimated percent of householders age 25-44 with incomes of $50,000 to $75,000 between 2013-2017.
Estimated percent of all families that have children between 2013-2017.
HOW TO START A QUALITY CHILD CARE BUSINESS

Management and Planning Series

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All SBA programs and services are provided to the public on a nondiscriminatory basis.
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Entrepreneurship Fundamentals

• What product or service am I providing? What need does it fill?
• Who are my customers? Why will they purchase from me?
• How will I reach my customers?
• How will I fund the business?
Planning, Launching, Growing

These resources can help you organize your thoughts on starting a business and begin drafting your business plans, as well as providing checklists and other helpful information.
Small Business Administration @ sba.gov

• Has a little bit of everything. Definitely the place to start.
  Alabama District Office in Birmingham

• SBA’s 10 Steps to Start a Business:

  1. Conduct market research
  2. Write a business plan
  3. Fund your business
  4. Pick your business location
  5. Choose a business structure
  6. Choose your business name
  7. Register your business
  8. Get federal and state tax IDs
  9. Apply for licenses and permits
  10. Open a business bank account
Plan your business
- Market research and competitive analysis
- Write your business plan
- Calculate your startup costs
- Fund your business
- Buy an existing business or franchise

Launch your business
- Pick your business location
- Choose a business structure
- Choose your business name
- Register your business
- Get federal and state tax ID numbers
- Apply for licenses and permits
- Open a business bank account
- Get business insurance

Manage your business
- Manage your finances
- Hire and manage employees
- Pay taxes
- Stay legally compliant
- Buy assets and equipment
- Marketing and sales
- Prepare for emergencies
- Close or sell your business

Grow your business
- Get more funding
- Expand to new locations
- Merge and acquire businesses
- Become a federal contractor
- Export products
- Women-owned businesses
- Native American-owned businesses
- Veteran-owned businesses
- LGBT-owned businesses

Not sure where to start? Start your business in 10 steps.
Other Helpful Getting-Starting Resources

• Small Business @ USA.gov

• SCORE
  • The Service Corps of Retired Executives
  • Resource partner of the SBA
Alabama-specific

- [AtlasAlabama.gov](http://AtlasAlabama.gov) – Alabama Department of Revenue
  - Alabama Small Business Commission (ASBC)
- [MadeinAlabama.com](http://MadeinAlabama.com) – Alabama Department of Commerce
  - Guide to doing business in Alabama
  - Small Business Resource Guide
  - Incubator Programs
Even more Alabama-specific

• Alabama Small Business Development Network @ America's Small Business Development Center

• Alabama Member Universities
  • Alabama State University
  • Auburn University
  • Jacksonville State University
  • Troy University
  • University of Alabama

• University of Alabama in Huntsville
• University of North Alabama
• University of South Alabama
• University of West Alabama
From ideation to exit, Alabama’s entrepreneurs and small business owners trust the Alabama SBDC Network for expert advice. We're guided by a vision of growing Alabama’s economy by empowering and assisting Alabama's robust small business community.

**Start Your Business**
- Our business advisors can help you explore the possibilities, and help you decide whether to embark on this new venture. Our workshops & training provide the foundation for developing a sound business plan to start your business and guide its growth.

**Grow Your Business**
- Our seasoned advisors can analyze your business & help you develop strategies for growth: a good business plan, financial analysis, and a marketing plan that’s on target. Short, practical seminars help you strengthen your business skills.

**Sell to the Government**
- Identify new government

**Go International!**
- Not sure if you're ready to export?

**Grow Your Business**
- Questions about loans? Looking for grants?
  - We can help you identify sources of financing and develop a financing proposal, whether you're just starting, or ready to grow. We can help with traditional and innovative solutions.

**Fund Your Business**
- SBDCCDay
  - SBDC Day is a national movement to help raise awareness

**Small Business News**
- Lee County
  - Tornado: Business Recovery Center Now Open
  - The U.S. Small Business Administration opened a Business Recovery Center (BRC) in Lee...
Writing the Business Plan

• Small Business Administration
  • Build Your Business Plan Tool
• AtlasAlabama
  • Steps to writing a business plan
  • Plan Outline
• SCORE
  • Developing a Strategy: The Business Plan
  • Business Plan Template for a Startup Business
Your changes have been saved.

Your mission statement:

Who are the principal members of your company and what are their roles?
Finances

These resources can help you understand your funding options, locate funding opportunities, and estimate your startup costs.
Finding Funding

• Funding Sources
  • SBA.gov
    • Southern Development Council
  • USA.gov/business – Finance Your Business
  • Alabama Small Business Development Center – Capital Access Program
  • Alabama Department of Economic and Community Affairs (ADECA) State Small Business Credit Initiative

• Estimating Costs
  • SCORE Finance Templates
  • SBA Startup Costs Guide

• Funding Sources
  • The Small Business Innovation Research (SBIR) program
  • Small Business Technology Transfer (STTR)
  • FDIC Fueling Your Business Guide
Marketing & Sales Templates

Use the templates below, then meet with a SCORE mentor for expert sales advice.

- Sales Forecast (12 Months)
- Marketing Plan Guide
- Product and Service Description Worksheet
- Target Market Data Worksheet
- Target Market Comparison Worksheet
- Distribution Channel Assessment Worksheet
- Annual Marketing Budget Template
- Marketing Calendar Template

Management Templates

Use the templates below, then meet with a SCORE mentor for expert management advice.

- SWOT Analysis Worksheet
- Job Analysis Worksheet
- Organization Chart for Chief Operating Officer
- Event Planning Checklist
## Startup costs — Joe’s Pizza Place

This worksheet is set up for a fictional business, Joe’s Pizza Place. Use it to get started calculating the startup costs for your own business. Change expense categories or add new ones to fit your business. Enter one time and monthly expenses in the appropriate columns. Your estimations should go into the Budget column, and the exact amount spent should go into the Actual column. Total funds required is the total estimated amount you need to start your company.

### One-time expenses

<table>
<thead>
<tr>
<th></th>
<th>Budget</th>
<th>Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rent</td>
<td>1,200.00</td>
<td></td>
</tr>
<tr>
<td>Monthly rent</td>
<td>1,200.00</td>
<td></td>
</tr>
<tr>
<td>First month's rent</td>
<td>1,200.00</td>
<td></td>
</tr>
<tr>
<td>First month's utilities (including phone and internet)</td>
<td>250.00</td>
<td></td>
</tr>
<tr>
<td><strong>Improvement costs</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kitchen improvements</td>
<td>800.00</td>
<td></td>
</tr>
<tr>
<td>Tables and furniture</td>
<td>1,500.00</td>
<td></td>
</tr>
<tr>
<td>Utensils, dishes, and kitchen and bar equipment</td>
<td>350.00</td>
<td></td>
</tr>
<tr>
<td><strong>Inventory</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Food</td>
<td>1,250.00</td>
<td></td>
</tr>
<tr>
<td>Beverage</td>
<td>700.00</td>
<td></td>
</tr>
<tr>
<td>Alcohol</td>
<td>900.00</td>
<td></td>
</tr>
<tr>
<td><strong>Miscellaneous</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Licenses and permits</td>
<td>150.00</td>
<td></td>
</tr>
<tr>
<td>Legal fees</td>
<td>300.00</td>
<td></td>
</tr>
<tr>
<td>Signage</td>
<td>550.00</td>
<td></td>
</tr>
<tr>
<td>Technology</td>
<td>300.00</td>
<td></td>
</tr>
<tr>
<td>Software</td>
<td>400.00</td>
<td></td>
</tr>
</tbody>
</table>

Total funds required: **9,850.00**

### Monthly expenses

<table>
<thead>
<tr>
<th></th>
<th>Budget</th>
<th>Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rent</td>
<td>1,200.00</td>
<td></td>
</tr>
<tr>
<td>Property Insurance</td>
<td>300.00</td>
<td></td>
</tr>
<tr>
<td>Utilities</td>
<td>250.00</td>
<td></td>
</tr>
<tr>
<td><strong>Employees</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Payroll</td>
<td>3,000.00</td>
<td></td>
</tr>
<tr>
<td>Payroll taxes</td>
<td>1,250.00</td>
<td></td>
</tr>
<tr>
<td>Health insurance</td>
<td>650.00</td>
<td></td>
</tr>
<tr>
<td><strong>Professional services</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accounting</td>
<td>200.00</td>
<td></td>
</tr>
<tr>
<td>Legal</td>
<td>250.00</td>
<td></td>
</tr>
<tr>
<td>Consultants</td>
<td>200.00</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>50.00</td>
<td></td>
</tr>
<tr>
<td><strong>Supplies</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Office supplies</td>
<td>150.00</td>
<td></td>
</tr>
<tr>
<td>Operating supplies</td>
<td>200.00</td>
<td></td>
</tr>
<tr>
<td><strong>Marketing</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Digital advertising</td>
<td>350.00</td>
<td></td>
</tr>
<tr>
<td>Promotional materials</td>
<td>400.00</td>
<td></td>
</tr>
<tr>
<td><strong>Miscellaneous</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Liability insurance</td>
<td>400.00</td>
<td></td>
</tr>
<tr>
<td>Repairs and maintenance</td>
<td>200.00</td>
<td></td>
</tr>
<tr>
<td>Organizational dues</td>
<td>75.00</td>
<td></td>
</tr>
</tbody>
</table>

Total monthly expenses: **9,125.00**

**Total funds required**: **18,975.00**
Taxation with representation

- IRS.gov – Small Business and Self-employed Tax Center
- IRS.gov – Doing Business in Alabama
- Atlas Alabama Guide to Business Taxes
- Alabama Department of Revenue
  - Starting a New Business PDF
  - BEST Checklist for New Business Taxpayers
- SBA.gov – Tax Guide
- Get federal and state tax IDs
  - Employee Identification Number Assistant @ IRS.gov
  - My Alabama Taxes @ Alabama Department of Revenue
Legal Concerns

These resources can help you understand your compliance obligations, register your business, structure your business, name your business, and obtain the correct licenses and permits.
Translating Legalese

- Choosing a business structure
  - IRS.gov – Business Structures
  - SBA.gov – Choosing a Business Structure
  - Alabama’s Answers from MadeinAlabama.com
  - Business Entities from AtlasAlabama

- Choosing a business name
  - Alabama – Secretary of State Business Entity Search
  - US Patent and Trademark Office

- Registering your business
  - State and Federal Online Business Registration
  - Alabama – Secretary of State Business Services
  - Alabama Procedures for Incorporation
Alabama’s Answers

A Guide To Doing Business in Alabama

SMALL BUSINESS GUIDE

TO

DOING BUSINESS IN ALABAMA

The Book of Information for the Alabama Business Entrepreneur

Version 5.1
September 2012

ALABAMA SMALL BUSINESS DEVELOPMENT CENTER NETWORK
The University of Alabama
Box 870396
Tuscaloosa, AL 35487
(205) 348-1582 or 1-877-825-7232
www.asbdc.org
Translating Legalese

• Licenses and permits
  • Federal - SBA Guide
  • State - Alabama Dept of Revenue
  • Local - MadeinAlabama Local Resources

• Additional Compliance
  • US Department of Labor Small Business Resource Center
  • US Department of Labor Employment Laws Assistance Center
  • AtlasAlabama Insurance Guide
## Apply for licenses and permits

Most small businesses need a combination of licenses and permits from both federal and state agencies. The requirements will vary based on your business activities, location, and the products you sell.

### Content
- Federal licenses and permits
- State licenses and permits

### Business activity | Description | Issuing agency
--- | --- | ---
Agriculture | If you import or transport animals, animal products, biologics, biotechnology or plants across state line. | U.S. Department of Agriculture
Alcoholic beverages | If you manufacture, wholesale, import, or sell alcoholic beverages at a retail location. | Alcohol and Tobacco Tax and Trade Bureau; Local Alcohol Beverage Control Board
Aviation | If your business involves operating aircraft, transporting goods or people via air, or aircraft maintenance. | Federal Aviation Administration
Firearms, ammunition and explosives | If your business manufactures, deals, or imports firearms, ammunition, and explosives. | Bureau of Alcohol, Tobacco, Firearms and Explosives
Fish and wildlife | If your business engages in any wildlife related activity, including the import or export of wildlife and derivative products. | U.S. Fish and Wildlife Service
Commercial | If your business engages in commercial | National Oceanic and Atmospheric Administration
**SBREFA Small Business Resource Center**

Welcome to the Office of Small and Disadvantaged Business Utilization (OSDBU) Web page designed to assist small business owners understand the rules and regulations the Department administers.

Please feel free to print the information listed below or contact the OSDBU at 1-888-9-SBREFA for assistance.

- Workplace Poster Requirements for Small Businesses and Other Employers
- Regulations & Rulemaking

**DOL’s Enforcement Agencies’ Compliance Assistance**

<table>
<thead>
<tr>
<th>Agency</th>
<th>Description</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employee Benefits Security Administration (EBSA)</td>
<td>401(k) Plans, Retirement, Savings, Health Benefit Plans including COBRA</td>
<td>1-866-444-3272</td>
</tr>
</tbody>
</table>

**ELAWS ADVISORS BY CATEGORY**

- Pay and Benefits
- Safety and Health
- Posters and Recordkeeping
- Youth Employment
- Veterans’ Issues
- Federal Contractor
- Mining Industry
- All Advisors
Underserved Populations

These are organizations that assist minorities and other special interest groups in small business matters.

• U.S. Minority Business Development Agency
• U.S. Office of Small and Disadvantaged Business Utilization
• U.S Small Business Administration Office of Native American Affairs
• U.S Small Business Administration Office of Veterans Development
• U.S Small Business Administration Office of Women’s Business Ownership
Thank you!

Tyler Martindale
tyler.martindale@auburn.edu
(334) 844-2715