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**STANISLAWSKI & COMPANY, INC.**  
*A Certified Public Accounting and Business Consulting Firm*

March - April 2014

**RE: Top 10 Considerations for New Businesses**

Dear Friends of Stanislawski & Company, Inc.:

As the 2014 year is in full swing, we've had a lot of referrals of people starting new businesses. In this newsletter, we thought it would be most beneficial to address the top 10 considerations for a new business. Of course, prior to even addressing the "nuts and bolts" of our top 10 considerations, we anticipate that you've prepared your business plan and marketing plan which includes your mission statement as the purpose of your organization will help you stay focused during your beginning years. For those who have owned long-time businesses, or operate non-profit organizations or private foundations, you may also find some important reminders.

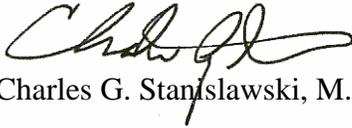
1. Entity Selection (is it more advantageous to form a Limited Liability Partnership, S-Corporation, C-Corporation, Limited Liability Partnership, etc.?) - we have tools and can meet with you to help you make this determination. We also strongly recommend that you meet with your attorney to discuss the legal term "limited" liability.
2. QuickBooks Set-Up & Training (starting on the right track) – including:
  - 3 – 5 year cash flow projection (very important for start up companies)
  - Have Stanislawski & Company assist in setting up and generating financial statements for your bank and investors
  - Proper coding of expenses (to expense or depreciate an expenditure)
  - Invoicing
  - Track cost of goods sold, inventory, accounts receivables, accounts payable, taxable versus non-taxable items, etc.
  - Makes preparation of tax returns much easier
3. Database of Customers, Referral Sources & Vendors
4. Computer Information - Back-up & IT Services
5. Insurance (general liability, worker's compensation, product liability, business interruption, key-man and/or buy-sell insurance, etc.)
6. Payroll (including important considerations regarding the owner's compensation)
7. Keeping a "Company Calendar" of Important Deadlines (due dates for tax payments, tax filings like income tax returns, sales tax returns, 1099's, 571-L, etc.)
8. Scanning & Filing of Important Documents (articles of incorporation, lease agreements, insurance documents, etc.)

~ continued ~

9. Create Your Website & Email
10. Written Contracts
  - Once you have employees – employment contracts (or contracts with independent contractors)
  - Written policies and procedures
  - Internal controls

If you've done your homework, prepared your business and marketing plans, and have secured your funding then you are well on your way to success. This list is to keep you moving forward, and we can certainly help you with any of the above items. Planning is critical, and as many of you know one of my favorite sayings is "people don't plan to fail; they just fail to plan." Please contact us if you or someone you know would like a free "Check List for Starting a New Business."

Sincerely,



Charles G. Stanislawski, M.B.T., C.P.A.