

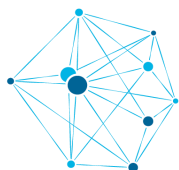
## START-UP EXPENSES CHECKLIST

- ⇒ Advertising
- ⇒ Wages/payroll expenses
- ⇒ Bank fees/service charges
- ⇒ Permits
- ⇒ Building
- ⇒ Personal contributions
- ⇒ Equipment
- ⇒ Professional fees (legal, accounting)
- ⇒ Furniture & fixtures
- ⇒ Repairs & maintenance
- ⇒ Insurance
- ⇒ Rent
- ⇒ Installation fees
- ⇒ Security deposits
- ⇒ Inventory
- ⇒ Signage
- ⇒ Land
- ⇒ Telephone
- ⇒ Travel
- ⇒ Lease payments
- ⇒ Training
- ⇒ Licenses & fees
- ⇒ Vehicle
- ⇒ Office supplies

### Other questions:

1. *How much money is needed to get your business started?*
2. *How many customers will you have per month and how much will each buy per month?*
3. *How much does it cost to make the product or provide the service?*
4. *What are your operating costs (including your own salary)?*
5. *How much money will your business earn each month by selling your product or service?*
6. *How much investment will you need to keep the business going until you make a profit?*
7. *Potential profits Years 1, 2 & 3?*

***After gathering this information, you may want to seek the assistance of an accountant or contact the Clayton State University Small Business Development Center (to develop your projections) at 678-466-5100.***



**Henry**  
COUNTY