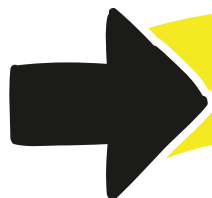
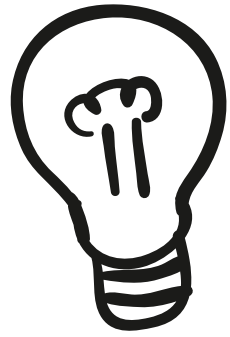


# Start Here



Research



What problem are you trying to solve?

What need are you going to fill?

## Does it make sense?

Determine the feasibility of your business idea.

- Who is your market?
- Who are customers / suppliers?
- What are the projected costs and revenues for start-up and for the first one to three years?
- Who will manage the daily operations?
- What are your income requirements?
- What capital will be needed to open and stay in business?
- Where will it come from? How much will you be investing?

Talk to experts



## Put it on Paper

Create your business plan. Templates and help are available. You will go into detail on your product / service, marketing, financing, income and expense projections. Who is your management team and what does your financing look like? The completed business plan is the key document to starting your business.

- Economic Development
- SCCF
- SCORE
- SBDC

Location, Location, Location.

What kind of space?

Check with the Office of Economic Development, or a local real estate agent for available properties. What kind of space do you need, does it need to be accessible for customers? Verify zoning requirements and understand any restrictions on operation or required permits. Do not assume that the existence of a similar business or past businesses at that site means your business will be acceptable. You may need to hire an engineering firm, architect, and file a site plan. Home-based businesses also may require permits and zoning.

Special Incentive Zone?



Small Business Loans

Accountant

Insurance

Equity Partners

Attorney

Banker

**AUGUSTA**  
COUNTY, VIRGINIA  
ECONOMIC DEVELOPMENT & TOURISM

Templates Available

Is this idea viable?  
YES  
NO

Start Over  
Look for an idea with more potential

Research Websites & Phone Books

What's in a NAME?

Check name registration in state

Professional Engineer or Architect

Zoning Office  
\*Site Plan\*

Special Permit?

What does your business do?

## What is your legal structure? Corp, LLC, Partnership...

The best legal entity varies for each owner and each business. It is wise to consult with an attorney, an accountant, and/or business advisor. Consider the type of business you are starting, your business and personal goals, and your personal finances when making this decision. For any legal structure other than sole proprietorship, register the appropriate documents with the State Corporation Commission.

## Investigate names

in use in the geographic area and industry niche you will be serving. Pay attention to other similar sounding names in your market area. Check the availability of an entity name at the State Corporation Commission. Any business using a name which does not identify the owner of the business must register a trade name with the Augusta County Clerk of the Circuit Court. \* If the entity is a limited partnership, a limited liability company, or a corporation, a certified copy of the form must be filed with the State Corporation Commission.

## Review, Modify YOUR Business Plan

It has probably been awhile since you wrote your business plan. Has anything changed? Take time to review and make updates.

Marketing

Customers & Suppliers

Revenue

Employees

Cash Flow

## I am with the Government...

- Legal & Tax Implications
- Register with State
- Consult Professionals
- Business Type & Goals
- SBA website
- EIN Number
- Virginia Form R-1
- Proposed Business Name
- Sales Tax Permit & Exemption Certificate
- Unemployment Tax

All businesses must register with the state and federal government.

The Internal Revenue Service provides your Employer Identification Number (EIN), while the Virginia Department of Taxation provides your Virginia Tax Identification Number (also called Certificate Registration Number)

If you are planning to have employees, you may also need to pay unemployment tax and other payroll taxes. Contact the Virginia Employment Commission.

## Finish The Paperwork

Now is the time to finalize all documents from insurance, banking, real estate, government registrations, special licenses or permits, and look at training for you or your employees.

## Augusta County License, Tax & Permits

Contact the Augusta County Commissioner of the Revenue to satisfy local license requirements and to inquire about any other local tax or licensing liabilities.

Check out free or low-cost training offered by BRCC, SBDC, SCCF, SCORE and others.

Are you a **VETERAN OWNED BUSINESS?**

Are you a **SWAM BUSINESS?**

Property & Liability Insurance

Workman's Compensation

Licenses

Checking Account

Register with Government

Prepare to Open

Lease or Purchase a building

Join the Greater Augusta Regional Chamber of Commerce

Consider joining an industry association

Inventory

Employees  
Equipment  
Marketing

Ribbon Cutting

OPEN



# Resource Guide

**BRCC- Blue Ridge Community College**  
www.brcc.edu  
(540) 234-9261

**Greater Augusta Regional Chamber of Commerce**  
www.augustava.com  
(540) 324-1133

**DMBE- Department of Minority Business Enterprise**  
www.dmbc.virginia.gov  
(804) 786-6585

**Internal Revenue Service**  
www.irs.gov/Businesses  
(800) 829-4933

**SBA- Small Business Administration**  
www.sba.gov  
(800) 827-5722

**SBDC- Shenandoah Valley  
Small Business Development Center  
at the Augusta County Government Center**  
www.valleysbdc.org  
(540) 568-3227

**SCC- State Corporation Commission**  
www.scc.virginia.gov/clk/bussrch.aspx  
(804) 371-9967

**SCCF- Staunton Creative Community Fund**  
www.stauntonfund.com  
(540) 213-0333

**SCORE- Shenandoah Valley SCORE Office**  
www.scorevalley.org  
(540) 949-4423

**US Department of Justice  
Immigration and Naturalization Service**  
www.USCIS.gov  
(800) 375-5283

**US Small Business Authority**  
www.sbaonline.sba.gov  
(800) 827-5722

**Virginia Department of Alcoholic Beverage Control**  
www.abc.virginia.gov  
(804) 213-4400

**Virginia Department of Business Assistance**  
www.vdba.virginia.gov  
(804) 371-8200

**Virginia Department of  
Professional & Occupational Regulation**  
www.dpor.virginia.gov  
(804) 367-8500

**Virginia Department of Taxation**  
www.tax.virginia.gov  
(804) 367-8037

**Virginia's e-Procurement**  
www.eva.virginia.gov  
(866) 289-7367

**VEC- Virginia Employment Commission**  
www.vec.virginia.gov  
(866) 832-2363

**Virginia New Hire Reporting Center**  
www.va-newhire.com  
(800) 979-9014

**Virginia Small Business Financing Authority**  
www.vdba.virginia.gov/vsbfa.shtml  
(804) 371-8200

**Virginia Workers' Compensation Commission**  
www.vwc.state.va.us  
(877) 664-2566

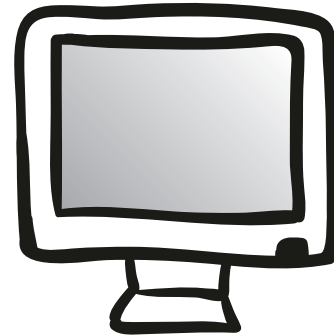
**Central Shenandoah Health Department**  
www.vdh.virginia.gov/LHD/CentralShenandoah  
(540) 332-7830 (Staunton)  
(540) 949-0137 (Waynesboro)

**Augusta County Community Development  
(Planning, Zoning, Building, and Engineering)**  
www.co.augusta.va.us  
540-245-5700

**Augusta County Circuit Court**  
www.courts.state.va.us/courts/circuit/Augusta/  
(540) 245-5321

**Augusta County Commissioner of the Revenue**  
www.co.augusta.va.us  
540-245-5640

**Augusta County Economic Development  
and Tourism Office**  
www.co.augusta.va.us  
540-245-5619



Be sure to check out the online version for more information and links to useful websites:

[www.co.augusta.va.us](http://www.co.augusta.va.us)



**P.O. Box 590 | 18 Government Center Lane  
Verona, VA 24482-0590  
(540) 245-5619**

While every attempt has been made to include all aspects of starting a business, do not rely solely on this document to start your business.

