

Checklist

What to consider prior establishment

- I know the needs of my target group
- My products provide an advantage over those of my competitors
- I know the number of competitors I have, their market share and my market potential
- I have detailed knowledge of the sales channels to use to reach my target group
- I have created a marketing concept
- I have created a business plan
- My financial plan accounts for costs for working capital, setup and business equipment
- Financing is secured and accounts for start-up losses
- I have chosen a legal form for my company and registered the company and product name
- I have considered possible exit scenarios and planned measures accordingly

Source: www.kmu.admin, Swiss federal authorities