

Roadmap for setting up a company

Setting up a company needs to be thought through carefully. Whilst not claiming to be exhaustive, the roadmap for setting up a company aims to show you how you can implement your business idea in a structured manner, what points you need to consider, and which rules you need to observe.

1. Business idea

1.1 Thoughts on the product or service

- Technical characteristics of the product
- Design
- Commercial properties

1.2 Thoughts on the choice of location

- Economic influences
- Environmental influences/infrastructure
- Technical influences

1.3 Personal aptitude

- Entrepreneurial skills
- Professional/Industry-specific skills
- Personal qualifications

2. Corporate analysis I

2.1 Thoughts on the legal form

- Legal considerations
- Economic considerations
- Risks

2.2 Market prospects/Target group analysis

- Prospective customers
- Potential offered by the location
- Product potential

2.3 Competitive situation

- Potential competition
- Competing products
- Local competition

2.4 Sales forecast

- Budgeted number of customers
- Budgeted volume of sales
- Planned/estimated sale price

2.5 Investment plan

- Tangible investments
- Intangible investments
- Financial investments

- Other investments

2.6 Financing plan

- Equity
- Borrowed capital
- Collateral
- Public grants

2.7 Process planning

- Corporate process for providing the product/service
- Flow of information
- Setup/work organization

2.8 Cost forecasting

- Cost of purchased goods and services
- Personnel costs
- Amortization and depreciation
- Other costs

3. Corporate analysis II

3.1 Planning performance capability

- Supply
- Demand

3.2 Marketing planning

- Content
- Schedule
- Costs

3.3 Planning the deployment of goods and services

- Procurement
- Range of products and services
- Consumption

3.4 Personnel costs

- Size of workforce
- Wages and salaries
- Other personnel expenses

3.5 Sales forecast

- Regular customers
- One-off customers/Passers-by
- Sales forecast for the first three financial years

3.6 Servicing capital

- Amount/rate of interest
- Amount/rate of repayments
- Financing amount

3.7 Profit forecast

- Gross profit
- Operating profit
- Non-operating profit
- Profit/loss

3.8 Cash flow plan

- Current account facility
- Income planning
- Expenditure planning

3.9 Balance sheet structure

- Structure of the balance sheet
- Assets
- Liabilities

3.10 Internal financing/Cash flow

- Balance sheet profit
- Amortization and depreciation
- Limitations on servicing capital

4. Implementing the business idea

4.1 Preparing to commence business operations

- Contacts to relevant authorities
- Choice of necessary insurance policies
- Choice of consultants
- Choice of main bank

4.2 Office and factory equipment

- Deployment of materials/goods/services
- Deployment of working capital
- Deployment of personnel

4.3 Organization of the company

- Setting up a bookkeeping system
- Setting up a cost and invoice accounting system
- Setting up a contract administration system

4.4 Commencing business operations

- Opening the company
- Starting business operations

Source: Frankfurt am Main Chamber of Commerce
(Website: www.frankfurtmain.ihk.de/starthilfe_foerderung/existenzgruendung/basisinfos/fahrplan/index.html.
Date: 17.11.2005)

FrankfurtRheinMain GmbH · International Marketing of the Region
Unterschweinstiege 8 · 60549 Frankfurt am Main · Germany
Tel.: + 49 (0) 69 / 68 60 38-0 · Fax: +49 (0) 69 / 68 60 38-11 · info@frm-united.com
www.frm-united.com