

New in Sweden

START A BUSINESS!

- Individual advice – personal and confidential
- Help writing your business plan
- Classes to Start Your Own Business
– in English and Lätt Svenska
- Opportunities to join a mentorship program

Book an appointment: nyforetagarcentrum.com

Our help is **free of charge!**

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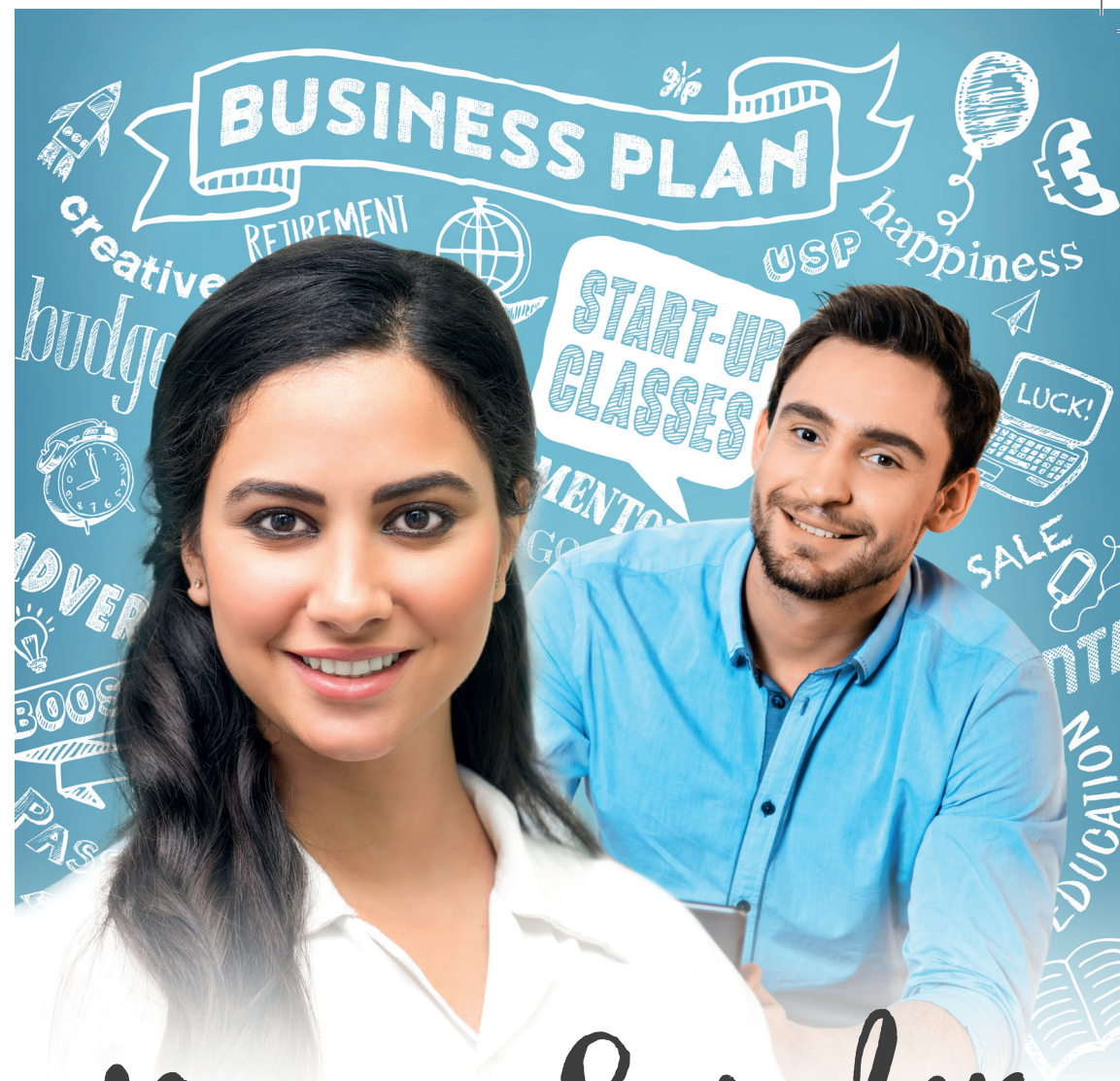
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Basic Business Start-up Guide

NyföretagarCentrum is Sweden's leading organisation helping people start their own business.

GETTING STARTED

- ☐ Define your business idea: What are you going to sell?
Who is your customer? Where is your market?
- ☐ Seek advice from experienced business persons.
- ☐ Check which legal business structure in Sweden best fits your business.
- ☐ Write a structured business plan describing your business idea.

MARKETING AND SALES

- ☐ Define your customers:
Where do they live?
What are they willing to pay?
What are they actually buying?
- ☐ Check the competition: Why should someone buy from you?
- ☐ Sales are essential. Ask your customers!
What do they need?
Tell them what you can do for them.
- ☐ Look for simple and low cost ways to market your business.

*Don't be afraid
to ask for help!*



FINANCIAL

- ☐ Make detailed financial calculations before you start. Make sure that you can afford your expenses during the initial start-up phase. It can take time before you receive your first payments.
- ☐ Make a proper budget. Calculate expenses and revenue over a longer period of time. When doing the math, keep in mind that your earnings will fluctuate.
- ☐ Make sure that your book-keeping is handled correctly from day one. Decide who will take care of everyday accounting, you yourself or an accountant.
- ☐ Get an enterprise insurance policy before starting. Check what policies are available and also check your social welfare insurance.

REGULATIONS

- ☐ Remember that small businesses are subject to numerous regulations: taxes, moms (sales tax), permits, inspections and etc. Be sure that you comply with all regulations.
- ☐ Government agencies publish pertinent information for small businesses at www.verksamst.se/en/web/international/home – look carefully at this website and make a checklist of everything that applies to your business.
- ☐ Proper contracts and agreements are very important – check with experts before making any business deal.



Are you thinking about or do you feel ready to start your own business?

Contact us and make an appointment. We will advise you on your business idea and your qualifications for starting an enterprise. Our help is free of charge!



NyföretagarCentrum
VÄST

nyforetagarcentrum.se/vast