



Starting & Growing

A Business

In Polk County

133 South Marble Street

Rockmart, GA 30153

770-684-8760

www.polkgeorgia.com

WELCOME

Entrepreneur and small business development are important to the communities served by the Polk County Chamber of Commerce. We believe that entrepreneurs are crucial for a thriving community and economy. We appreciate the investments they create in our communities.

Owning and operating a business is hard work. It takes dedication, patience, money, and an assortment of skills. Knowing yourself and knowing how to handle the many details of going into business are very instrumental in the success of your business.

The information enclosed in this document has been compiled to answer many of the questions that arise when a person begins to think about opening a business. This information may lead to additional questions. Assistance is available to help locate answers. Please call the Polk County Chamber of Commerce and our staff can help identify the best resource to assist you.

We ask your help in identifying additional topics that should be included in this guide. The more information we can provide, the better we can assist you and the others who will follow.

We commend you and look forward to working with you.

Polk County Chamber of Commerce

TABLE OF CONTENTS

Welcome	
What is an Entrepreneur?	1
Is Entrepreneurship for You?	2
Self-Biz Quiz	3
Checklist for Entrepreneurs	5
Business Plan	
Resource Directory	9
Feasibility and Marketing Strategy	11
Determining Cash Needed to Start a Business	13
Demographic Information	14
Procurement	14
Legal Aspects of Starting a Business	15
Licensing and Permits Information	18
Zoning	18
Building Construction/Renovations/Occupancy	19
Health Permits	19
Trade Name Registration	19
Federal / State Licensing	20
Taxes	21
Employer Tax Responsibility	23
Workers Compensation Insurance	24
Utilities	24
Labor and Safety Regulation Information	25
Drug Free Workplace	26
Application, Hiring and Termination Process	26
Financing Information	28
Agribusiness	30
International Trade	31
Small BizU	31
Resource Directory	31
Other Resources	38
Glossary of Terms	39
State Issued Licenses	41

NOTICE: The contents of this publication are presented for informational purposes only and should not be considered in any way legal or professional assistance. We encourage you to seek the advice and counsel of a licensed professional when dealing with legal and financial matters.

While care has been taken to provide accurate, up-to-date information, the information presented has been collected from numerous sources and is subject to errors and changes and should be further researched for updates and accuracy.

RESOURCE DIRECTORY

When starting a business it is important to have a diverse base of information sources. One way to insure success is through education. The more you know about your field, the better off your business will be. The following is a list of potential resources for information.

POLK COUNTY:

Polk County Chamber of Commerce

133 S. Marble Street
Rockmart, GA 30153
(770) 684-8670
E-mail: info@polkgeorgia.com
Website: <http://www.polkgeorgia.com>

City of Aragon:

1 Elm Street, Aragon, GA 30104
Main number (770) 684-6563
<http://www.cityofaragon.org>

City of Cedartown:

201 East Avenue, Cedartown, GA 30125
Main number (770) 748-3220
<http://www.cedartowngeorgia.gov>

City of Rockmart:

316 N. Piedmont Avenue, Rockmart, GA 30153
Main number (770) 684-5454
<http://www.rockmart-ga.gov>

Polk County:

144 West Avenue, Cedartown, GA 30125
Main number (770) 749-2100
<http://www.polkgeorgia.org>

Polk School District:

612 S. College St., Cedartown, GA 30125
Main number (770) 748-3821
<http://www.polk.k12.ga.us>

Downtown Cedartown Association:

609 S. Main Street, Cedartown, GA 30125
Main number (770) 748-2090
<http://www.downtowncedartown.com/>

Cedartown Library:

245 East Avenue, Cedartown, GA 30125
Main number (770) 748-5644
<http://www.cedartownlibrary.org/>

Rockmart Library:

316 N. Piedmont Avenue, Bldg. 201, Rockmart, GA 30153
Main number (770) 684-3022
<http://www.rockmartlibrary.org/>

Polk County Water Authority:

1381 East Avenue, Cedartown, GA 30125
Main number (770) 748-6001

Polk County Extension Service

20 N. Main Street, Cedartown, GA 30125
(770) 749-2142

The Polk County Standard Journal

213 S. Main Street, Cedartown, Georgia 30125
(770) 748-1520
www.thepolkfishwrap.com

Polk County Health Department

125 E. Ware St.
Cedartown, GA 30125
(770) 749-2270

Polk County Health Department

320 Water Street, Rockmart, GA 30153
(770) 684-1385

Polk County Home Builders Association

P.O. Box 1779
Villa Rica, GA 30180
678-840-6060 Fax 678-840-6059

Georgia Northwestern Technical College:

466 Brock Road, Rockmart, GA 30153

(770) 684-5696

<http://www.GNTC.edu>

Georgia Chamber of Commerce

233 Peachtree Street, NE

Suite 2000

Atlanta, Georgia 30303-1564

(404) 223-2264

www.gachamber.com

Drug Free Workplace Information: www.gachamber.com/affiliates/drugs

Georgia Secretary of State's Office:

214 State Capitol, Atlanta, Georgia 30331

Phone Number: (404) 656-2881

<http://www.sos.state.ga.us>

Downloadable First Stop Business Guide web address below:

www.sos.state.ga.us/firststop/first_stop_business_guide.htm

Georgia Department of Revenue

P.O. Box 1777 (mailing address)

Rome, Georgia 30162

1401 Dean Street, Suite E (location)

Rome, Georgia 30162

(706) 295-6667

www.etax.dor.ga.gov/

Georgia Department of Labor

262 N. Park Boulevard

Cedartown, GA 30125

(770) 749-2213

<http://www.dol.state.ga.us>

Georgia Department of Economic Development

Suite 1200

Atlanta, GA 30308

(404)962-4000

www.georgia.org

http://www.georgia.org/Business/SmallBusiness/small_business_resources.htm

Georgia Public Service Commission

244 Washington Street, SW
Atlanta, GA 30334
(800) 282-5813; (404)656-4501
www.psc.state.ga.us/

Georgia Department of Agriculture

19 Martin Luther King, Jr. Drive, SW
Atlanta, GA 30334
(404) 656-3685 or (404)656-3645
www.agr.state.ga.us or
www.agr.georgia.gov

State Board of Workers' Compensation

270 Peachtree Street NW
Atlanta, GA 30303
(404) 656-3818
www.state.ga.us/sbwc/

Occupational Safety and Health Administration

U.S. Department of Labor
1375 Peachtree Street NE
Suite 587
Atlanta, Georgia
(404) 374-3573
www.osha.gov

US Department of Labor:

<http://www.dol.gov>

Small Business Development Center (SBDC)

University of West Georgia
Carrollton, GA 30118-4130
(678) 839-5082
www.uwgsbdc.org

U.S. Department of Alcohol, Tobacco, and Firearms

2600 Century Pkwy, Suite 3430
Atlanta, GA 30345
(404) 679-5130
www.atf.gov

The U.S. Federal Drug Administration

60 8th Street
Atlanta, GA 30309
(404) 253-1169
www.fda.gov

Internal Revenue Service

401 W. Peachtree Street, NW
Atlanta, GA 30308
(800) 829-1040
www.irs.gov

The U.S. Federal Communications Commission

www.fcc.gov

US Department of Agriculture Rome Service Center

1401 Dean Street
Rome, GA 30147
(706) 291-5654

Farm Service Agency (FSA)

1401 Dean Street
Rome GA 30147
706 291-5654 Ext. 2

United States Export Assistance Center

75 Fifth Street NW
Suite 1055
Atlanta, Georgia 30308
404-815-1496
www.export.gov

Better Business Bureau: Serving Polk County Georgia and located at :

503 Oak Place #590, Atlanta, GA 30349
Phone Number: (404) 766-0875
www.atlanta.bbb.org/

Minority Business Development Agency Regional Office: Located at 401 W.

Peachtree Street, Room 1715, Atlanta, Georgia 30308.
Phone Number (404) 730-3300
www.mbda.gov

The U.S. Small Business Administration:

233 Peachtree Street, NE Suite 1900

Atlanta, GA 30303

404-331-0100

www.sba.gov/ga

Appalachian Community Enterprises, Inc. (ACE)

3173 Hwy. 129 N

Cleveland, GA 30528

Phone Number: (706) 348-6609 or Toll Free: 1-877-434-6609

<http://www.ace loans.org/>

Women's Economic Development Agency, Inc.

659 Auburn Avenue, Suite 250

Atlanta, Georgia 303121

Telephone Number: 678-904-2201

Fax Number: 678-904-2205

www.weda-atlanta.org

Email address: inquiries@WEDA-atlanta.org

Georgia Institute of Technology

Economic Development Institute

760 Spring Street NW, Suite 330

Atlanta, Georgia 30332-0640

Telephone: 1-888-272-2104

<http://www.edi.gatech.edu>

E-mail: info@edi.gatech.edu

OTHER WEB BASED RESOURCES FOR ENTREPRENEURS

SmallBizU (eLearning University)

CCH- Business Owner's Toolkit Website:

Kauffman Foundations Resources for Entrepreneurs

PriceWaterhouseCooper- Vision to Reality

The Wall Street Journal Center for Entrepreneurs

Microsoft Small Business Center

www.sbdc.uga.edu

www.toolkit.cch.com

www.entreworld.org

www.pwcglobal.com

www.startup.wsj.com

www.bcentral.com

State of Georgia

<http://georgia.gov/>

SCORE

www.score.org

Federal Grant Opportunities

www.fedgrants.gov

Additional Federal Grant Information

www.grants.gov

Georgia County Guide- <http://www.countyguide.uga.edu/>

Georgia Information Source- <http://www.georgia.org/georgia-allies/>

Business plan - <http://www.sba.gov/category/navigation-structure/starting-managing-business>

Business plan - <http://www.sewbc.com/bplan.asp>

Business plan - <http://www.GNTC.edu>

WHAT IS AN ENTREPRENEUR?

- *Someone who organizes and maintains a business venture*
- *Someone who takes on the risk and does what he/she wants in order to make a profit*
- *Someone who can coordinate the resources available to meet a need*

How can you become an entrepreneur? How can you start your own business? The Polk County Chamber of Commerce has designed this booklet to simplify transition into the role of an entrepreneur. The Guide to Starting and Growing a Business in Polk County will make establishing your own business easier by giving you “one-stop shopping” for the information you will need. The Polk County Chamber of Commerce is determined to promote economic growth and development. We believe this begins with you. By giving you the proper tools, we can help build a strong economic foundation. We hope this booklet will be of assistance. In order to receive the maximum benefits of the information contained in this booklet, we suggest you treat this booklet as you would a workbook. Start at the beginning and work through to the end, making notes along the way.

This book would not have been possible without the dedication of many individuals and the cooperation of many organizations. We would like to thank all those who contributed in any way.

IS ENTREPRENEURSHIP FOR YOU?

While there is no way to eliminate all the risks associated with starting a small business, you can improve your chances of success with **good planning** and **preparation**. A good starting place is to evaluate your individual strengths and weaknesses as the owner and manager of a small business. Carefully consider each of the following questions.

- Are you a self-starter? It will be up to you - not someone else telling you to develop projects, organize your time, and follow through on details.
- How well do you get along with different personalities? Business owners need to develop working relationships with a variety of people including customers, vendors, staff, bankers, and professionals such as lawyers, accountants or consultants. Can you deal with a demanding client, an unreliable vendor, or unreliable staff person?
- How good are you at making decisions? Small business owners are required to make decisions constantly, often quickly, under pressure, and independently.
- Do you have the physical and emotional stamina to run a business? Business ownership can be challenging, fun and exciting. But it's also a lot of work. Can you face 12-hour work days six or seven days a week if necessary?
- How well do you plan and organize? Research indicates that many business failures could have been avoided through better planning. Good organization of financials, inventory, schedules, and production can help avoid many pitfalls.
- Is your drive strong enough to maintain your motivation? Running a business can wear you down. Some business owners feel burned out by having to carry all the responsibility on their shoulders. Strong motivation can make the business succeed and will help you survive slowdowns as well as periods of burnout.
- How will the business affect your family? The first few years of business startup can be hard on family life. The strain of an unsupportive spouse may be hard to balance against the demands of starting a business. There also may be financial difficulties until the business becomes profitable, which could take months or years. You may have to adjust to a lower standard of living or put family assets at risk.

SELF BIZ QUIZ

*Are you the type person who should open their own business?
Take this short quiz and see how your score adds up.*

MOTIVATION		Disagree					Strongly Agree				
1	I constantly see business opportunities or ideas with potential commercial value	1	2	3	4	5	6	7	8	9	10
2	I like growing or building businesses or taking ideas and making something of them	1	2	3	4	5	6	7	8	9	10
3	I regularly come up with new ideas on doing things better or more efficiently	1	2	3	4	5	6	7	8	9	10
4	I am able to find solutions to challenges and problems	1	2	3	4	5	6	7	8	9	10
5	I am able to find the help, assistance and resources I need to be successful	1	2	3	4	5	6	7	8	9	10
6	I am a dynamic person providing vision, hope and energy to those with whom I work and partner	1	2	3	4	5	6	7	8	9	10
7	I am a hard working person; I do what it takes to succeed	1	2	3	4	5	6	7	8	9	10
8	I am able to adapt to changes & surprises quickly and successfully	1	2	3	4	5	6	7	8	9	10
9	I am able to successfully manage risk associated with creating and growing a business	1	2	3	4	5	6	7	8	9	10
10	I thrive on learning; I am constantly seeking new information that can help me with my business	1	2	3	4	5	6	7	8	9	10
11	I am motivated by success and driven to do well	1	2	3	4	5	6	7	8	9	10
12	I believe in working with others who can help me make my dream a reality	1	2	3	4	5	6	7	8	9	10
CAPACITY RELATED TO BUSINESS SKILLS											
<i>Consider Your self and Other Members of Your Management Team</i>											
13	Ability to assess market opportunities	1	2	3	4	5	6	7	8	9	10
14	Ability to develop products for services	1	2	3	4	5	6	7	8	9	10
15	Ability to provide products or services	1	2	3	4	5	6	7	8	9	10
16	Marketing and communications capacity	1	2	3	4	5	6	7	8	9	10
17	Fiscal management	1	2	3	4	5	6	7	8	9	10
18	Ability to acquire financial capital	1	2	3	4	5	6	7	8	9	10
19	Personnel or team, development & management	1	2	3	4	5	6	7	8	9	10
20	Ability to develop and sustain partnerships	1	2	3	4	5	6	7	8	9	10
21	Quality Control	1	2	3	4	5	6	7	8	9	10
CAPACITY TO NETWORK AND PARTNER											
22	I am comfortable seeking information from others	1	2	3	4	5	6	7	8	9	10
23	I regularly network to gain information for my business	1	2	3	4	5	6	7	8	9	10
24	I have an extensive resource network I am constantly building	1	2	3	4	5	6	7	8	9	10
25	I am comfortable with partnerships	1	2	3	4	5	6	7	8	9	10
26	I have two or more partnerships associated with my business	1	2	3	4	5	6	7	8	9	10
27	I have learned how to deal with the challenges of partnering	1	2	3	4	5	6	7	8	9	10
SUPPORT FROM FAMILY AND COMMUNITY											
28	I am challenged and happy in my work building a business	1	2	3	4	5	6	7	8	9	10
29	There is good balance between my work and personal life	1	2	3	4	5	6	7	8	9	10
30	Family and friends are supportive and encourage me	1	2	3	4	5	6	7	8	9	10
31	My community is supportive of me ad my undertaking	1	2	3	4	5	6	7	8	9	10
32	My community is actively helping me build my business	1	2	3	4	5	6	7	8	9	10

SCORE SELF BIZ QUIZ

Questions	Total Points		Value Factor		Points
1 – 2		x	1.0	=	
3 – 12		x	.25	=	
13 – 21		x	.25	=	
22 – 27		x	.25	=	
28 – 32		x	.25	=	
TOTAL POINTS					

Scoring:

- 0 to 25 points Low Potential
- 26 to 50 points Some Potential
- 51 to 75 points Moderate Potential
- 76 to 100 points High Potential

Source: Center for Rural Entrepreneurship

ONE YEAR CHECKLIST FOR ENTREPRENEURS

Starting your own business is not something which should be rushed. Careful planning in advance can ensure the success of your venture. Below is a suggested one-year plan.

ONE YEAR BEFORE START-UP

- Refine your ideas in writing. Determine exactly where you want to go.
- Decide what business you want to start. Be specific in your business definition.
- Assess the impact on your family and personal life. How will this affect your relationships? Will your family support the use of finances and time?
- Begin research. You must determine if there is a need for your product. This research can be performed by students, professionals, or even on your own.
- Build your personal skills by taking formal management/business courses. Contact Georgia Northwestern Technical College.
- Contact the Small Business Development Center (SBDC) for assistance in writing a business plan and other business start up services. See Resource Directory for contact information.
- Contact the Georgia Department of Labor for information on educational seminars on labor/safety issues.

SIX MONTHS BEFORE START-UP

- Determine the focus of your business. In what do you want to specialize? It is easier to excel in one area than in many.
- Start writing your business plan.
- Define your target markets. Who is your intended clientele? At whom should you aim your advertising?
- Research business and trade organizations. Most areas of business have agencies and organizations set up to facilitate business. Take advantage of what these groups have to offer.
- Start looking for the best location for your business. Do you need a large or a small space? Would your business be better suited downtown or in a rural part of the county? Is a store-front location needed or can you work from your home? Location can make or break a business. Conduct the search on your own or contact a real estate agent.

FOUR MONTHS BEFORE START-UP

- Name your business. Be careful in deciding on a name and be aware that someone may already be using the name. Have a few back-up ideas. You can check to see if a name is being used by contacting the Georgia Office of the Secretary of State.
- Make a final selection of the business location. Make sure that the location you choose is within your budget and also fits into your business plan. Cheaper rent may cost you more in the long run. Remember: Location, location, location.
- Select outside advisors. This will be a very hectic time. It will be beneficial to have people on whom you can call to listen to your ideas, problems, and plans. These people should be able to provide you with guidance, constructive criticism, and feedback. They should be people experienced and knowledgeable in business.
- Set up a network of mentors. Select people who can help you by giving you insight and ideas.
- Choose your business' legal form. Will it be a partnership, sole proprietorship, or corporation? Legal form should be chosen very carefully as it can impact your business in many ways.
- Set up bookkeeping, accounting and office systems. How are you going to operate your office? If you are going to keep your own books, make sure your skills are adequate. Will you need to hire a bookkeeper/bookkeeping firm?
- Seek outside demographic information on your targeted customer base. Gather secondary information.
- Continue working on your business plan.

THREE MONTHS BEFORE START-UP

- Determine your cash needs. How much money do you need for start-up? What will be your monthly variable and fixed costs? What is your break-even point? These are all questions that must be answered. You must estimate your cash flows.
- Review preliminary financial objectives. How much profit do you expect to make? Are you planning on making investments? What is your intended cash flow?
- Decide on your pricing strategy. After determining your variable and fixed costs, decide what your markup rate will be. You will also need to consider demand and competitive factors in setting your price.
- Forecast sales. Contact the SBDC or others in your field to help you forecast accurately.
- Determine your company's employee needs. How many people do you need on your staff? This is important to decide as it effects your requirements for insurance, cash flow, etc.
- Project your cash flow. Write out an estimated statement of all revenues and expenditures. This statement should cover one calendar year. Also project your net cash flow for the entire year.
- Continue working on and refining your business plan.

TWO MONTHS BEFORE START-UP

- Prepare your marketing plan. How are you going to market your product and how much will it cost? Are you going to use publicity? Are you going to use paid advertisement? You must decide how you will go about introducing your business to the public.
- Get your business license. (See occupational tax)
- Review non-financial objectives (public image, legal questions). How do you want the public to see your business? Are you a family establishment or geared more toward adults? What form is your business taking? Do you have all legal documents needed?
- Prepare a preliminary balance sheet. Contact the Small Business Development Center (SBDC) for assistance.
- Secure necessary financing. Whether through a private lender or through other sources, you must obtain the necessary amount of start-up capital.
- Secure insurance coverage if applicable. (See Labor/Safety)
- Determine advertising, promotion, and public relations strategies.
- Order opening inventories. Talk to your suppliers for estimated opening needs.
- Complete improvements to your facility.
- Start your hiring process. (See Labor/Safety)
- Refine your business plan.

ONE MONTH BEFORE START-UP

- Fine tune your cash flow budget
- Prepare for your grand opening. The Polk County Chamber of Commerce can be of assistance in planning your events. Be creative and practical.
- Set up your office, display areas, etc. Have everything exactly as you want it. The last few days before opening are not the time to do this. The look of your store or office sets the tone for your business. You should put thought and time into it.
- Review your final checklist.
- Hire/Train your staff. (See Labor/Safety)
- Make sure everything works. It is better to find out that your equipment does not work in advance. In that case, you can make any necessary repairs and be ready to open your doors on time.
- Implement marketing, promotion, and opening plans. This will be a good time to start advertising in local newspapers, radio, and television if your budget permits. Remember: Word of mouth is your most powerful publicity! It's also the least expensive. Spread the word.

START-UP AND AFTER

- Budget your time. As a new business owner your time will be precious. Schedule your time wisely. It is important to get the maximum out of time you have available. You might consider reading some time management materials or speaking with someone who you think manages time wisely.
- Continuously update your product/service. What is good about your product? Make it better. What doesn't work with your product? Eliminate the problem as much as possible. If people patronize your business for the original product, an improved product can only increase that.
- LISTEN to your customers, advisors, and vendors. The customers are your cash flow. It is important to gather their opinions and put them to use. Their ideas can be helpful in updating your product. LISTEN to your advisors. You asked them to advise you for a reason. Let them guide you. LISTEN to your vendors. These vendors have been in the business much longer than you have. They can possibly provide you with money-saving or moneymaking ideas.
- Check cash flow budget against actual performance
- Maintain good communications with your bankers and vendors. By keeping the lines of communication open you are helping yourself. Should you need their help in the future, you will be more likely to receive it.
- Continue to improve the 5 C's of credit (Character, Collateral, Capacity, Capital, and Condition)
- Work with investors. Make sure you are in contact with them. Make sure that you understand the conditions of your repayment. When are payments due? Make sure you fulfill all obligations to investors. You may need to call them again someday.
- Check cost of living budget. If you are drawing money from the company for living expenses, be sure to take only what is necessary. Stick tightly to your budget.
- **CONSIDER DELAYING YOUR OFFICIAL GRAND OPENING/RIBBON CUTTING UNTIL YOU HAVE BEEN IN BUSINESS FOR A COUPLE OF WEEKS.** If you do, you can make sure that you've worked the "bugs" out and that all is running smoothly.

THE BUSINESS PLAN

A business plan precisely defines your business, identifies your goals, and serves as your firm's resume. The basic components include a current and pro forma balance sheet, an income statement, and a cash flow analysis. It helps you allocate resources properly, handle unforeseen complications, and make good business decisions. Because it provides specific and organized information about your company and how you will repay borrowed money, a good business plan is a crucial part of any loan application. Additionally, it informs sales personnel, suppliers, and others about your operations and goals.

The following outline of a typical business plan can serve as a guide. Adapt it to your specific business. Breaking down the plan into several components helps make drafting it a more manageable task.

INTRODUCTION

- Give a detailed description of the business and its goals.
- Discuss the ownership of the business and the legal structure.
- List the skills and experience you bring to the business.
- Discuss the advantages you and your business have over your competitors.

MARKETING

- Discuss the products/services offered.
- Identify the customer demand for your product/service.
- Identify your market, its size and locations.
- Explain how your product/service will be advertised and marketed.
- Explain the pricing strategy.

FINANCIAL MANAGEMENT

- Explain your source and the amount of initial equity capital.
- Develop a monthly operating budget for the first year.
- Develop an expected return on investment & monthly cash flow for the first year.
- Provide projected income statements and balance sheets for a two year period.
- Discuss your breakeven point.
- Explain your personal balance sheet and method of compensation.
- Discuss who will maintain your accounting records and how they will be kept.
- Provide "what if" statements that address alternative approaches to any problem that may develop.

OPERATIONS

- Explain how the business will be managed on a day-to-day basis.
- Discuss hiring and personnel procedures.
- Discuss insurance, lease or rent agreements, and issues pertinent to your business.
- Account for the equipment necessary to produce your products or services.
- Account for production and delivery of products and services.

CONCLUDING STATEMENT

- Summarize your business goals and objectives and express your commitment to the success of your business.
- Once you have completed your business plan, review it with a friend or business.
- When you feel comfortable with the content and structure make an appointment to review and discuss it with your lender. The business plan is a flexible document that should change as your business grows.

SOURCE: www.sba.gov

FEASIBILITY & MARKETING STRATEGY

IS YOUR BUSINESS FEASIBLE?

Answer the following questions regarding your idea. Give complete, well thought out answers to these questions. If you are unsure about or answer no to any of the following questions, then you would rethink your idea.

- What type of business do you plan to start?
- What kind of product do you plan to offer?
- Will your product satisfy a need yet unfilled?
- Will your product have a competitive edge based on price, location, quality or selection?

RESEARCHING YOUR MARKETS

It is recommended that you research your potential market demand for your product or service. First, determine what questions you need answered. The following are ideas on where to find the information you need.

Primary Data:

- Your experience
- Experiences of people you know
- Survey potential customers to determine their wants/needs. Observe similar businesses
- Interview these business's owners
- Interview suppliers, vendors, bankers

Secondary Data:

- Visit your public library
- Contact trade associations (i.e. trade shows and trade journals)
- Contact the SBDC, and the Polk County Chamber of Commerce (See the Resource Directory for contact information).
- Use various search engines on the Internet (i.e. Yahoo, Google, MSN, Lycos, Alta Vista, etc.)

MARKETING YOUR BUSINESS

In order to properly market your product, you need to answer the following questions. This information can be used to help you develop your marketing plan. Contact the SBDC for more information on constructing this plan.

- Who are my customers? (This determines your target market)
- Where are they?
- How many are there? (This indicates your market size.)
- What are their needs?
- Who are my competitors?
- How does my competition do it? (One method of marketing/dealing with competition is the end-run strategy. In this strategy you adopt your competitors' strategy with the intention of making it better.)
- How can I reach them? (The distribution of your product is very important. Where your product is located can affect how well it sells.)
- How much will they pay? (The pricing of your product is also very important. You must take into consideration what your competitors charge.)
- What are the market trends? (What are people buying? It is important to be aware of market trends. This relates back to knowing your customers' needs. Try to distinguish between trends and fads.)
- What are the technological trends? (One obvious answer to this question is the Internet. Will you be using technology? How can it be used to help your business? Do you need to advertise on the Internet? Do you need a network of computers for your business? If you are in a business related to technology, it is imperative that you stay abreast of any changes.)

DETERMINING CASH NEEDED TO START A BUSINESS

Estimate of monthly expenses
based on sales of
\$_____ Projected per year

Estimate of cash
needed to start
(Col 1X _____ months)

Salary of Owner/Manager	_____	_____
All other salaries/wages	_____	_____
Rent (building/equipment)	_____	_____
Advertising	_____	_____
Office Expenses	_____	_____
Telephone and Fax	_____	_____
Internet Service	_____	_____
Other Utilities	_____	_____
Insurance	_____	_____
Taxes(include Soc. Security)	_____	_____
Maintenance/Repairs	_____	_____
Legal/Professional Fees	_____	_____
Loan Payments	_____	_____
Miscellaneous	_____	_____
SUBTOTAL	_____	_____

<i>One Time Start Up Costs***</i>		
Fixtures & Equipment	_____	_____
Decorating & Remodeling	_____	_____
Installation of Fixtures/Equip.	_____	_____
Starting Inventory	_____	_____
Deposits for Utilities	_____	_____
Legal/Professional Fees	_____	_____
Licenses & Permits	_____	_____
Adv/Promotion for Opening	_____	_____
Other	_____	_____

TOTAL ESTIMATE OF CASH NEEDED FOR START UP

****To determine these amounts, get estimates from suppliers, contractors, professionals and/or government authorities to ensure accurate amounts*

DEMOGRAPHIC INFORMATION

A variety of free demographic information is available on the Internet or through the Northwest Georgia Joint Development Authority office. This information breaks down population by different categories such as age, sex, race, income and education. It can be used to help identify the number of people who may use your business or services.

- www.nwgajda.com
- census.gov
- www.polkgeorgia.com

● LEGAL ASPECTS OF STARTING A BUSINESS

Deciding what form of legal entity your business will take is an important decision. This will have an impact on the future of your business including your protection under the law, and the rules and regulations (for example, federal and state taxes) that will apply to you.

It is recommended that before you enter into any of these four forms of business, that you contact an attorney, CPA, or other qualified individual. Speaking with someone informed about the legal entities of business will reduce the risk of mistakes in the business setup. You can probably do the necessary paperwork and procedures yourself, but it makes sense to leave it up to the professionals. Also, contact the Small Business Development Center for more information (see Resource Directory).

THERE ARE FOUR BASIC FORMS THAT A NEW BUSINESS CAN TAKE:

- Sole Proprietorship
- Partnership (General or Limited)
- Corporation (C or S)
- Limited Liability Company (LLC)

A **sole proprietorship** is usually owned and operated by one person. Under the law, it is not actually considered a legal entity. It is instead considered an extension of the person who owns the business. This individual has sole ownership of assets, but is also solely liable for the debts of the business. Sole proprietors are not required to register their business name at the state level and their names are not filed with the Secretary of State. They should check with the Clerk of Superior Court in the county where the primary place of business will be located.

A **partnership** can be formed in two ways. A general partnership is comprised of two or more individuals who join to start a business. Each person has proportional ownership of the business assets and proportional liability for business debts. Each person also has authority in running this business. A partnership agreement can be drawn up to alter each person's particular liability. However, despite this document, creditors may collect from each and every member of the partnership (this may include personal assets).

A **limited partnership** is made up of one or more general partners as well as one or more limited partners. Limited partners contribute capital and share in profits/losses. These limited partners, however, take no part in the running of the business and are not held liable for the organization's debts.

Whether taking part in a general or limited partnership, it is advisable that you draw up a partnership agreement. This document will detail each partner's rights and their responsibilities. Partnerships are required to file both federal and state income tax. While the partnership is not typically taxed, each partner reflects charges for the partnership on his/her personal tax returns.

A **corporation** is an entity, which must be approved by the state of Georgia through the Office of the Secretary of State. A corporation must file federal, state, and local taxes on its operations. One advantage to a corporation is the protection from liability afforded to shareholders. However, when an organization is small, creditors may require personal guarantees of predominant owners. Another advantage to the corporation is the ease of raising capital through the sale of common or preferred stock. A disadvantage of the corporation is that the organization's income will essentially be taxed twice (first for the business and second for the shareholders personal income tax after collecting dividends). There are two types of corporations: C and S.

The C corporations have their own tax identification numbers and pay their own taxes. C corporations are typically referred to as "regular" or "ordinary" corporations. The S corporation is the opposite. It is not taxed as if it is a corporation at all. S corporations typically have 75 or fewer shareholders. They have the tax benefits of corporations but function much like partnerships thus it is taxed similarly to a partnership. Its gains and losses are reflected on the personal income tax of the shareholder. The S corporation does not provide protection from liability to its shareholders. (The distinctions between Sand C corporations can be complicated. It is very important that you consult with someone who is knowledgeable on the subject before making a decision.) In order to incorporate your business, contact the Office of the Secretary of State (see the Resource Directory.) You will then reserve your corporation name. This can also be done (with a credit card to pay the fee) online at the Secretary of State's website. The most complete and current fee schedule can be found on the Secretary of State's Corporations Division website. When submitting name requests, be sure to include the corporate ending. (Example: Inc, LLC or LP).

The incorporation process must be completed within 90 days. The Office of the Secretary of State will instruct you in the completion of all documents needed. You will be required to pay an incorporation fee every year by April 1. Designation as a "C" or "S" corporation is not maintained by the Secretary of State, but rather is determined and maintained by the IRS.

An attorney can usually perform the necessary procedures to incorporate your business for several hundred dollars. How much it will cost depends on the attorney and your business.

This incorporation process includes publishing your intent to incorporate in the local newspaper's legal publication. Newspapers do charge for this service. To publish your intent to incorporate, contact your local newspaper. The Resource Directory contains contact information for the ***Polk County Standard Journal***.

The **limited liability company (LLC)** is one that is owned by two or more persons known as members. It is a mixture of other forms of organization. This form combines some of the partnerships, corporations, and S corporation's best features. Similarly to a corporation, you must reserve a name and file the articles of incorporation. You and your fellow members should write an operating agreement to control the conduct of the business.

An LLC shields the personal assets of members as if they were shareholders in a corporation. It also eliminates double taxation. Because an LLC is a somewhat new organizational form, it is unclear how the partnership tax rules will apply. You may not be able to conduct inter-state trade as an LLC. Many state and foreign governments have not yet approved this form. In addition an LLC may not have a perpetual life. While this form of organization is gaining popularity, you must take great care in the establishment of an LLC to insure pass-through tax treatment.

LICENSING AND PERMITS INFORMATION

BUSINESS LICENSE (also called an Occupational Tax)

If you plan to operate a business in the state of Georgia, you must obtain a city or county business license. You should discuss the details of your situation with the licensing department. The fee for a license is contingent on the location, type, and size of your business. If your business will be located within the City limits of **Cedartown, Rockmart** or **Aragon** or in **Polk County** see the Resource Directory for local contact information.

ZONING

Once you have chosen a tentative location for your business, contact the appropriate city or county zoning department to determine the permitted uses of that location. There might be special restrictions on that area. **DO NOT INVEST ANY MONEY IN A LOCATION UNTIL ZONING HAS BEEN THOROUGHLY RESEARCHED!!!**

The appropriate zoning department can help determine if your location and type of business are in compliance with ordinances. You will be required to submit your business plans to the zoning office to determine if the business complies with/can be adapted to comply with the following:

- 1- Current zoning classification
- 2- Building setbacks
- 3- Off-street parking availability and service entrance requirements
- 4- Buffer yards or required screening
- 5- Lot area minimum
- 6- Sign regulations.

Sign permits are required for erecting and placing any mounted or free-standing signs. Applications are filed through the zoning office. For specific information about signage, contact your local Zoning Administrator or Commissioner's office. If your plans do not/cannot meet these specifications, you can discuss options with the zoning office. If you find the current zoning classification of your potential location does not allow for your business, you may file an appeal for rezoning. In order to file this appeal, contact the Zoning Administrator's office. An answer on this appeal can usually be expected 4-5 weeks after submission of your application packet.

For information on zoning contact the local city or county office listed in the Resource Directory.

BUILDING CONSTRUCTION & RENOVATION/ OCCUPANCY

A building permit must be obtained for new construction and for renovations of / additions to existing buildings. Before you may construct a new facility or renovate an existing one, you must have this permit. Once you have obtained a building permit, complied with the regulations pertaining to the area you are in, and construction is complete, your facility will be inspected. You will then apply for a Certificate of Occupancy (CO). Without this certificate, it is illegal for your business to reside in the facility.

For information on building permits and CO's contact the local city or county office listed in the Resource Directory.

HEALTH PERMITS

If your business is to involve food processing, handling, storage, or distribution, you must obtain permits from your local County Health Department, which handles the permits for the entire county and city. If you are unsure if your business needs a permit, contact the Health Department.

TRADE NAME REGISTRATION

In the State of Georgia, every person, firm, or partnership that conducts business has one of two options regarding trade name registration: 1) The business name must include the last name of the individual owner of the business; or 2) If using a fictitious name (one not including the last name of the individual owner), the fictitious name must be registered in the office of the clerk of

the Superior Court of the county where the business is located. A corporation or limited liability company will not need to file this registration, as it will already be registered with the office of the Secretary of State. The fee for Trade name registration is approximately \$10.00.

The Clerk's office will provide any paperwork that needs to be completed. Similar to publishing your intent to incorporate a business, you must publish a notice of your Trade name registration in the local newspapers. You must also file the required affidavit. Notice of the filing of the trade name registration must be published once a week for two weeks in the legal section of the publication. Prices range \$10 to \$40. In order to run your legal advertisement- see local newspaper information in Resource list.

Failure to register a trade name will not nullify contracts signed by the unregistered entity. The court, however, is authorized to assess court costs against the parties who have failed to register the trade name or partnership name at the time an action is filed. Thus the trade name registration prevents a company from having to pay all court costs in an action by or against a company. If you have a question as to whether your business needs to register a trade name, contact the Clerk's office.

To file your Trade name registration, contact the Clerk of Superior Court (see Resource Directory for contact information.)

FEDERAL / STATE LICENSING

FEDERAL LICENSING

Most new small businesses most likely will not require any type of federal licensing to conduct business, unless you will be engaged in one of the following activities:

- Rendering investment advice
- Making alcohol products
- Making tobacco products
- Preparing meat products
- Making or dealing in firearms

You would need a Federal permits also to start large operations such as a television station, radio station, common carrier, or producer of drugs or biological products. The aforementioned businesses are all heavily governmentally regulated. For information on federal licensing for these types of businesses, contact 1) **The U.S. Department of Alcohol, Tobacco, and Firearms**, 2) **The U.S. Federal Drug Administration** and/or 3) **The U.S. Federal Communications Commission** (see Resource Directory.)

STATE LICENSING

Many licensing regulations should be considered when establishing a business or practicing certain regulated occupations in Georgia. You can find a complete list of occupations requiring state licenses on the Secretary of State's website- see Resource Directory. Before applying, you would also be well advised to check the current licensing regulations through the local county and city offices.

***The Office of the Secretary of State offers a timesaving booklet entitled **The First Stop Business Guide**. This booklet includes information for governmental departments and agencies that will be instrumental in starting your business. In addition this book contains important phone numbers, addresses, and Internet addresses of offices and departments essential to your business. See the Resource Directory for the internet link to the Downloadable business guide.*

TAXES

FEDERAL TAXES

Federal Income Taxes

The amount and way you will pay federal income taxes will be dependent on the legal form in which your business is organized.

For a sole proprietor or a member of a partnership: In either of these arrangements you will be required to make estimated federal income tax payments and federal self-employment tax payments in advance. These individual payments are due in four installments. These payment deadlines are April 15, June 15, September 15, and January 15 for one whose tax year is the calendar year. During the course of the year, 90% of your estimated tax must be paid. Any amount left unpaid will be due April 15th of the following year. The Form 1040-ES is used to file these taxes.

For a corporation: The Corporation is responsible for paying estimated corporate taxes if it has taxable income. These taxes can be due as soon as the fourth month of the corporation's first tax year. The proper form for filing these taxes is the Form 1120-W. You must deposit these payments in a bank licensed to accept federal tax payments. The corporation will be issued a coupon book. These coupons will carry the corporation's tax ID number and are to be used with all federal tax payment deposits.

All forms necessary to file any of the estimated taxes mentioned above are available at your local IRS office. A coupon book will be mailed to you upon receipt of your Form SS-4 (the form filed requesting a tax ID number).

Federal Tax Identification Numbers

Your federal tax identification number or Employer Identification Number (TIN/EIN) is the number used to file your taxes. It acts in a similar capacity to your social security number on your personal income taxes. In fact, if you are a sole proprietorship you will probably use your social security number. In partnerships and corporations you will need a Federal TID. To determine whether you need a TID number, contact the Internal Revenue Service. There is also more information in *The First Stop Business Guide* offered on the Secretary of State's website.

Federal Excise Taxes

There are some forms of business on which the U.S. government requires additional taxation. This will be a tax that you are responsible for collecting. This tax does not come out of your pocket. Typically it is added to the sale price of your product or service. Form 720 Quarterly Federal Excise Tax Return is used to file most federal excise taxes. Federal excise taxes can be broken into nine general categories of products and services.

They are:

- Motor vehicle use tax (vehicles greater than 55,000 lbs. gross weight)
- Retailers tax (certain types of fuels)
- Retail excise tax on the sales of the following: heavy trucks/trailers, tires and tubes, recreation equipment (e.g. fishing/hunting supplies), firearms and ammunition
- Air transportation tax (if you are transporting people by air, you have to collect this tax)
- Communications taxes (e.g. on telephone or teletype services)
- Wagering taxes
- Taxes on U.S. mined coal
- Environmental taxes (imposed on petroleum products, various chemicals, and hazardous wastes)
- Alcohol, firearms, ammunition, and tobacco

GEORGIA STATE TAXES

Sales and Use Taxes

State Tax/Employer Identification Numbers and Wholesaler's Registration Numbers are issued through the Georgia Department of Revenue.

Every business that sells tangible personal property, such as merchandise, to customers is required to obtain a seller's permit. This is issued from the state sales tax agency. (There are some businesses, however, that are exempt from this requirement.) Typically, a separate permit must be obtained for every business in which property subject to sales tax is sold. If selling to a retailer, wholesalers and manufacturers usually do not have to collect sales tax on the goods they sell. This, however, is contingent on whether the retailer has a valid seller's permit and can provide you with a "resale certificate".

Similarly, retailers are not required to pay sales tax on items you purchase for resale. You may purchase blank resale certificates at office supply stores. If state law requires that your business collect sales and use tax, you must keep detailed records of your gross receipts from sales/rentals. These records must include all sales/rentals whether or not you believe them to be taxable. Your records must also include evidence of all deductions you claim on sales/use tax returns. In addition, you must record the total purchase price of all tangible personal property acquired for sale, lease, or consumption. Sales tax forms must be filed monthly. The taxes must also be paid on a monthly basis. You can contact the Georgia Department of Revenue to petition for special permission to pay/file quarterly (see the Resource Guide for contact information.)

ESTIMATED STATE INCOME TAXES

The State of Georgia also requires that you pay estimated state income taxes. The payment dates for estimated state tax are the same as those for federal payments. The Form 500ES should be completed for sole proprietorships or partnerships. A 9% per year penalty can be imposed for failure to file an estimated return or failure to pay the correct amount of tax.

STATE EXCISE TAXES

There are some forms of business from which the State of Georgia requires additional taxation. The categories are comparable to the federal categories. Alcoholic beverages, tobacco products, motor carriers, and trucks with more than two axles are included in the taxed categories. To determine if you are responsible for collecting state excise tax, you should contact the Georgia Department of Revenue for complete information (see Resource Directory.)

EMPLOYER TAX RESPONSIBILITIES

Employer Taxes

There are taxes that as an employer you are responsible for both withholding from employee wages as well as paying yourself.

Unemployment Insurance Taxes

Federal Unemployment Insurance Tax is the employer's responsibility. This is not withheld from employee wages. Consult the Employer's Tax Guide for more information on the various taxes that you will be required to pay. The Employer's Tax Guide is a booklet designed to help you with all aspects of taxation. Contact the Georgia and US Departments of Labor and Revenue to receive the Employer's Tax Guide and other relevant information. See contact information in the Resource Directory.

If you are a sole proprietor, you are not required to pay withholding. You are however required to pay self-employment tax. Contact the Internal Revenue Service (see Resource Directory) for complete details.

WORKER'S COMPENSATION INSURANCE

Workers' Compensation insurance is required of any business with more than three employees. The rates vary with the business type and the risk level. For more information, contact the State Board of Workers' Compensation which is listed in the Resource Directory

UTILITIES

WATER, SEWER, AND GARBAGE SERVICE

To establish water, sewer, and garbage service in an existing or new location within Polk County, you must contact the local Utility Department. You may be required to sign a service contract and pay a deposit. See the Resource directory for contact information.

Gas Service

The Georgia Public Service Commission keeps an updated list of gas service providers on their website. Check the Resource Directory for the GPSC web address.

If building a new facility for your business, contact your local city hall and have them put you in touch with a local commercial representative, who will help insure that all gas fixtures in your

building are up to the city's/county's specifications and also help address any questions regarding gas service.

You may want to contact the Polk Chamber of Commerce for more information on local gas or propane providers.

Electrical Service

If your business is located within the city limits, you must contact your local city hall. To establish service you will need to provide the service address, the name of the person responsible for bill payment, and the name of your company. A deposit may be assessed for each business that begins service. The deposit amount for a business (unlike a residential deposit) varies from business to business.

If your business will be located outside of the city limits, you may contact your local chamber of commerce for more information on electrical service providers. It will be necessary to discuss the steps to getting service with a customer service representative.

LABOR & SAFETY REGULATION INFORMATION

Labor/Safety Issues

New business owners will need to educate themselves in the area of Labor and Safety issues. The Georgia Department of Labor is available to provide consultation to new businesses in the state. The local and state departments offer educational seminars and presentations throughout the year. These classes cover a wide range of labor-related topics such as labor laws, labor issues, prevailing wages, unemployment insurance, benefits, and employment services. It would be advisable to contact the local Georgia Department of Labor (GDOL) office regarding these classes. These seminars are intended to provide you with all the information you need to prepare you for the employment aspects of running a business. You should begin these classes up to one year before your intended start-up. At these seminars you will be provided with a section of the instructional workbook. After attending a certain number of these seminars, you will have the entire workbook. The Georgia Department of labor can help walk you through all of your employment and labor problems (see Resource Directory.)

Resource: Georgia Department of Labor

OSHA

The issuing and enforcing of occupational and safety health regulations is handled by the United States Department of Labor. The Occupational Safety and Health Administration (OSHA) is the federal agency which administers these policies. The requirements put forth by OSHA include posting notices to employees and maintaining accurate records of employee injuries. OSHA will provide you with information on all requirements as well as related publications. OSHA policies

and regulations must be posted in the workspace where all employees may see. (OSHA's contact information can be found in the Resource Directory.)

In addition to OSHA, the US government also supports the Employment Standards Administration, Mine Safety and Health Administration, Veterans Employment and Training Service and the Pension and Welfare Benefits Administration. Each of these departments is designed to protect both the employer and employee. Similar to OSHA, each issues and enforces a unique set of requirements and regulations.

DRUG FREE WORKPLACE

Your business can become eligible for 7.5% discount on your Workers' Compensation Insurance Premiums. This is possible through the DRUGS DON'T WORK PROGRAM. Contact. There is a direct internet link listed under the Georgia Chamber of Commerce in the Resource Directory for more information on this program.

APPLICATION, HIRING, & TERMINATION PROCESS

There are basic ground rules to hiring and firing employees. There are legal requirements to acquiring or terminating employees. If handled incorrectly, personnel issues can result in legal problems. These legal problems can be large enough to shut your business. It is important to make sure all your bases are covered. In addition to the do's and don'ts listed below, contact the Georgia Department of Labor for more on correct hiring and firing policies.

APPLICATION AND HIRING

DON'T:

- *Ask obvious questions.* Do not ask questions regarding sex, age, race, etc. or anything related to these areas. These are sensitive areas and cannot be used as discriminating factors. Some applicants may believe that all gathered information is used. It is for this

reason that you should not ask these questions. It is best to avoid these topics so as to eliminate all possibility of legal problems.

- *Write on the job application form.* Any notes taken during interviews should be made on photocopies or other paper. This allows you to preserve the original application without marring it for your permanent records.

DO:

- *Limit you interview questions to job duties.* There is no reason to ask questions that do not apply to the responsibilities of the position. You may ask if an applicant has any barriers to completing the duties. Do not ask questions like “Do you have children?” or “Are you married?” Small talk is acceptable if the interviewer is careful. Do not venture into conversation that might produce seemingly discriminatory information.
- *Make sure all company procedures follow employment statutes.* Have your advisors or attorney review your system for application, hiring, and termination before you begin hiring and periodically thereafter.
- **EDUCATE YOURSELF!!!!** The best way to prevent problems is to be familiar with the law. When you are in doubt about any issue concerning labor or safety, contact the Georgia Department of Labor. See the Resource Directory for contact information.

TERMINATION

DO's:

- *Review company policies.* If you have not yet developed company policies regarding application, hiring, and termination, call the Georgia Department of Labor (see Resource Directory.) Make a checklist of your procedures. Make sure that you have followed the rules in the firing process. If you have not completed your checklist, **YOU SHOULD NOT TERMINATE THE EMPLOYEE YET.** Take care to finish all steps in the process to alleviate any questions and possible legal repercussions.
- *Have a stated code of expected employee behavior.* Many employers face problems due to unclear expectations of conduct. It is easier to prove reasons for termination if such a code is in place. This documentation will be helpful if you are faced with paying restitution because it will show that you had sufficient cause to terminate the employee.
- *Conduct an exit interview.* This allows you to tie up any loose ends. Final paychecks can be issued, and company property (e.g. keys, paperwork, files, etc.) can be returned. Ask the employee what he/she liked or disliked about your company. Ask for feedback on aspects of your company of which this person has knowledge. This person might be a bit more forthcoming with problems or constructive criticisms than someone who still works there.

- *Keep termination of an employee between you (management) and the employee.* The fired employee will appreciate your discretion in this matter. Termination should not be discussed with other employees. Privacy can help you avoid harsh feelings and legal repercussions.
- *Have employees sign a release.* If you are offering the fired employee severance pay or anything else of value, have him/her sign a release of liability to the company. This may protect you in case of legal action.

WHERE TO FIND YOUR LABOR FORCE

There are many resources through which one can find employees. The first things that typically come to mind are the classified advertisements in local newspapers. You can place ads in these publications for week long and even month long periods. Contact the publication you wish to use for more specific information. The Georgia Department of Labor is an agency that can assist you in finding employees. For more information on how the GDOL can help you, use the information in the Resource Guide to contact them.

Other places you might contact are Coosa Valley Technical College (CVTC). You can register your job opening with CVTC's Job Placement office.

FINANCING INFORMATION

When starting a business, one important consideration is where to obtain capital to back your venture. Most start-up businesses require a capital contribution by the entrepreneur, usually 20%. The remaining financing may be available from local banks or may require private investors. There are several Small Business Administration (SBA) loan programs available to businesses, all of which require bank participation. These loan programs, however, are not guaranteed. They are all subject to change based on the SBA's current budget.

www.sba.gov

AGRIBUSINESS

Agribusiness makes up a large part of the economy of Polk County. This field of business also encounters special restrictions and opportunities. For more information on agribusiness ventures, contact your local County Extension Service. The Extension Service is a part of the University of Georgia College of Agriculture and Environmental Sciences, and provides research-based information and technical guidance to farmers and landowners about farming. The Extension Service has information on crop and livestock enterprise budgets and license/permits requirements of the Georgia Department of Agriculture and the Environmental Protection Agency. The Farm Service Agency (FSA) of the U.S. Department of Agriculture, has farm loan programs, farm land acreage information (quotas, allotments, etc.) and land conservation assistance programs.

INTERNATIONAL TRADE

International trade can be difficult, but also can provide tremendous opportunities. Most start-up businesses will not be participating in international trade. However, if you choose to export or import goods, The United States Export Assistance Center may provide you with valuable information including access to all federal exporting resources (see Resource Directory.)

Small BizU

Small BizU is an on-line training program for entrepreneurs who prefer to learn about starting and managing their business via the web on their own time and at their own pace. The training programs are provided at no cost and more than 20 classes are available in the areas of Money, Marketing, and Management. Small BizU contains the largest collection of entrepreneurial training resources on the internet. The service is provided by the Georgia SBDC Network. www.sbdc.uga.edu

GLOSSARY OF TERMS

Assets - Resources, owned or controlled by a company, that have future benefits. These benefits must be quantifiable in monetary terms.

Balance Sheet - A list of a company's assets, liabilities, and owner's equity at a particular point in time.

Break Even - The unit volume where total revenue equals total cost; there is neither profit nor loss.

Capacity - The amount of goods or work that can be produced by a company given its level of equipment, labor, and facilities.

Capital - The funds necessary to establish or operate a business.

Cash Flow - The movement of money into and out of a company, actual income received and actual payments made out.

Cash Flow Statement – A presentation of the cash inflows and outflows for a particular time period. These flows are grouped into major categories of cash from operations, cash investing activities, and cash-financing activities.

Collateral – Assets pledged in return for loans.

Conventional Financing - Financing from established lenders, such as banks, rather than from investors; debt financing.

Corporation – a business entity, which must be approved by the state of Georgia through the Office of the Secretary of State.

Debt Financing - Raising money for a business by borrowing, often in the form of bank loans. (See Conventional Financing above)

Debt Service - Money being paid out on a loan; the amount necessary to keep a loan from going into default.

Disbursements - Money paid out.

Equity - Shares of stock in a company; ownership interest in a company.

Expenses - Outflows of resources to generate revenues.

Fixed Costs - Those costs that are not responsive to changes in volume over the relevant range of time.

GDED - Georgia Department of Economic Development

GDOL - Georgia Department of Labor

GNTC – Georgia Northwestern Technical College

Income Statement - A matching of a company's accomplishments (i.e. sales) with effort (expenses from operations) during a particular period of time. (Revenues -Expenses = Net Income)

Leasehold Improvements - The changes made to a rented store, office or plant, to suit the tenant and make the location more appropriate for the conduct of the tenant's business.

Letter of Intent - A letter or other document by a customer indicating the customer's intention to buy from a company.

Liabilities - Commitments to payout assets (typically cash) to or render services for creditors.

Licensing - The granting or permission by one company to another to use its products, trademark, or name in a limited, particular manner.

LLC - Limited Liability Company is one that is owned by two or more persons known as members.

Liquidity - The ability to turn assets into cash quickly and easily.

Market Share - The percentage of the total available customer base captured by a company.

Net Worth - The total ownership interest in a company, represented by the excess of the total amount of assets minus the total amount of liabilities.

OSHA - Occupational Safety and Health Administration

Partnership - A legal relationship of two or more individuals to run a company.

Profit Margin - The amount of money earned after the cost of goods or all operating expenses are deducted; usually expressed in percentage terms.

Pro Forma Statements - A financial statement detailing management's predictions.

Receipts - Funds coming into the company; the actual money paid to the company for its products or services; not necessarily the same as a company's actual receipts.

SBA — Small Business Administration

SBDC — Small Business Development Center

Sole Proprietorship - Company owned and managed by one person.

Variable Costs - Those costs that are directly responsive to changes in volume over the relevant range of time.

Venture Capitalists - Individuals or firms who invest money in new enterprises.

Working Capital - The cash available to the company for the ongoing operations of the business.

STATE ISSUED LICENSES

State Board of Accountancy

Certified Public Accountant
Registered Public Accountant
Foreign Accountant
Accounting Firms

State Boards of Architects

Architects
Interior Designers

Georgia Athlete Agent Commission

Athlete Agents
Board of Athletic Trainers
Athletic Trainers

Georgia Auctioneer Commission

Auctioneers
Auctioneer Corporations
Non-resident auctioneers
Non-resident corporations

State Board of Barbers

Master Barbers
Teachers
Apprentice
Schools
Shops

State Board of Chiropractic Examiners

Chiropractors

Construction Industry Licensing

Boards Conditioned Air Contractors
Electrical Contractors
Low Voltage Contractors
Master Plumbers
Journeyman Plumbers
Utility Contractors
Utility Manager
Utility Foreman

State Board of Cosmetology

Master Cosmetology
Teachers

Instructor Trainee

Esthetician
Apprentice
Schools
Shops
Manicurists

Composite Board of Professional Counselors, Social Workers and Marriage Therapists

Professional Counselor
Associate Professional Counselor
Master Social Worker
Clinical Social Worker
Marriage and Family Therapist
Assoc. Marriage and Family Therapist

Georgia Board of Dentistry

Dentists
Dental Hygienists

Board of Examiners of Licensed Dieticians

Dieticians

State Board of Professional Engineers and Land Surveyors

Professional Engineer
Engineer-in-Training
Land Surveyor
Land Surveyor-In-Training

State Board of Registration For Foresters

Foresters

State Board of Funeral Service

Funeral Director
Embalmer
Establishment
Apprenticeship

State Board of Registration for Professional Geologists
Professional Geologist

State Board of Hearing Aid Dealers/Dispensers
Hearing Aid Dealer Hearing Aid Dispenser

State Board of Landscape Architects
Landscape Architects

State Board for the Certification of Librarians
Librarian

Composite State Board of Medical Examiners
Acupuncture
Paramedic
Cardiac Technician Teacher
Institutional & Provisional
Physician (MD & DO)
Osteopath Respiratory
Therapist

State Board of Nursing Homes
Administrators
Nursing Home
Administrator in Training

Occupational Therapy
Occupational Therapist
Occupational Therapist Assistant

State Board of Dispensing Opticians
Opticians

State Board of Examiners in Optometry
Optometrists

State Board of Pharmacy
Pharmacists Intern
Retail Pharmacy
Hospital pharmacy
Wholesaler Manufacturer
Research Approvals
Pharmacy Schools
Nuclear Pharmacists
Pharmacy Clinics

Nuclear Pharmacies
Prison Clinic Pharmacies

State Board of Physical Therapy
Physical Therapists
Physical Therapy Assistants

State Board of Podiatry Examiners
Podiatrists

Board of Examiners of Licensed Practical Nurses
Licensed Practical Nurses

Board of Private Detectives and Security Agents
Private Detectives
Employees
Private Security Guards
Private Detective Businesses
Private Security Businesses
Weapon Permits
Training Instructors
Classroom & Firearms

State Board of Examiners Of Psychologists
Psychologists

Georgia Board of Nurses
Registered Nurses
Licensed Undergraduate Nurses
Advanced Practice

State Board of Examiners for Speech Language Pathology and Audiology
Speech Language Pathologists
Audiologists
Speech Language Pathology Aide
Paid Clinical Experience
Fellow

State Board of Registration of Used Motor Vehicle Dealers and Used Motor Vehicle Parts Dealers
Used Motor Vehicle Dealers

Used Motor Vehicle Parts Dealers
Used Motor Vehicle Dismantlers
Salvage Yard Dealers Rebuilders
Salvage Pool Operators

State Board of Veterinary Medicine

Veterinarians

Faculty Licensee
Animal Technicians

**State Board of Water and
Wastewater Treatment Plant and
Operator and Laboratory Analysis**

Public Water Supply System
Operator (Class I, II, III, IV)
Biological Wastewater Treatment System
Operator (Class I, II, III, IV)
Industrial Wastewater Treatment System
Operator
Water or Wastewater Lab. Operator
Wastewater Collection System Operator