OUR INVISIBLE EMPIRE
est. 2020.

Company Startup Checklist

Creative

Graphic Design

- [ ] Logo Design
- [ ] Branding Package
  - [ ] *brand guidelines (colour palette, typography etc.)*
  - [ ] *letterhead*
  - [ ] *business cards*
- [ ] Print Materials
  - [ ] *business cards*
  - [ ] *bifolds*
  - [ ] *uniform design*
- [ ] Photo & video
  - [ ] *website content*
  - [ ] *social media content*
  - [ ] *advertising*

Website Services

- [ ] Domain Purchase & Hosting
- [ ] New Website Build

Social Media

- [ ] Business Account Creation
  - [ ] *Facebook*
  - [ ] *Instagram*
  - [ ] *LinkedIn*
  - [ ] *TikTok*
  - [ ] *YouTube*
  - [ ] *Pinterest*
  - [ ] *X*
- [ ] Campaigns & Contests
- [ ] Content Creation

Search Engine Optimization

- [ ] Initial Website SEO
- [ ] Initial Website Blogs

Creative Cont.

Digital Marketing

- [ ] Google Onboarding
  - [ ] *Google My Business*
  - [ ] *Google Ad Words*
  - [ ] *Google Analytics*
  - [ ] *Google Tag Manager*
- [ ] Social Media Paid Ads Onboarding

Execution

Inventory Management

- [ ] Data Tracking
- [ ] E-Commerce Support

Hiring & Staffing

- [ ] Hiring Ads Written
- [ ] Staffing and Labour Budget

Scaling & Expansion

- [ ] Budgeting & Forecasting

Financial

Accounting

- [ ] Business Incorporation
- [ ] QuickBooks Setup
- [ ] Share Setup
- [ ] Minute Books
- [ ] Cash Flow Forecast
- [ ] Cash Flow Budgeting

Financial Cont.

Bookkeeping

- [ ] Payroll Setup
- [ ] QuickBooks Setup

Banking & Financial

- [ ] Banking Setup
- [ ] Business Start-up Loans
- [ ] Government Funding & Grants

Administrative

Google Workspace

- [ ] Email Setup
- [ ] Google Drives / or Microsoft One Setup

Documentation & Forms

- [ ] Employee Documents
  - [ ] *job offer template*
  - [ ] *new hire package*
  - [ ] *vacation requests*
  - [ ] *payroll renumeration*
  - [ ] *employee review*
  - [ ] *employee exit*
- [ ] Procedures & Processes
- [ ] Uniform Order Form
- [ ] Invoice Template
- [ ] Non-Disclosure Agreement

Uniform Management

- [ ] Design & Supply