



Make an appointment with your advisor near you!
nyforetagarcentrum.se



Start with NyföretagarCentrum

- 1 out of every 10 businesses in Sweden start with NyföretagarCentrum
- We are located throughout Sweden in more than 200 of the 290 municipalities
- Quicker start, higher profits and greater chance of survival
- 84% of businesses started with NyföretagarCentrum are still active after 3 years (87% with a mentor)
- Only 1% of businesses started with NyföretagarCentrum have gone into bankruptcy after 3 years



New in Sweden
Start a Business!

**We help you
to be ready
– at no cost!**

Make an appointment with an advisor:
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A Step by Step Start Up Guide

GET STARTED!

- ☐ Do you want to start a business? Do you have a business idea? Make an appointment with a NyföretagarCentrum advisor near you! nyforetagarcentrum.com
- ☐ Your NyföretagarCentrum advisor will help guide you through the process of starting your own business in Sweden, at no cost to you.

PERSONAL CONDITIONS

- ☐ Be sure that the business idea is right for you.
- ☐ Get support from your family and friends.
- ☐ Be persistent with a 'can do' and sellers attitude.
- ☐ Is it the right time to start?

BUSINESS PLAN

- ☐ Formulate your business idea so everyone can understand it!
- ☐ Write a business plan that describes what, how, and why you will start a business. NyföretagarCentrum's digital business plan can help – affarsplanen.com

MARKET AND COMPETITION

- ☐ Who are your customers and where are they?
- ☐ Be sure you set the right price.
- ☐ Why should the customer buy from you?
- ☐ What do the customers want? Are you meeting their desires, demands and expectations?
- ☐ Find out everything about the competition – their marketing and their strengths and weaknesses.

NETWORK – YOUR CONTACTS

- ☐ Do not hesitate to contact those you know who have experience.
- ☐ A sounding board is helpful.
- ☐ Find an experienced mentor. NyföretagarCentrum can help you.

TAXES, FEES, PERMITS, LAWS AND REGISTRATION

- ☐ Apply for F- or FA tax certificate.
- ☐ Find out how the VAT works.
- ☐ Find out what permits and regulations apply to your business. verksam.se
- ☐ Register your business, think about which business form best suits you.

BANK AND FINANCING

- ☐ What are the financing options based on your situation?
- ☐ Be honest. Present your business plan and be fully prepared for the meeting.

CONTRACTS

- ☐ Always talk to experts before entering into an agreement – such as premises, employment or suppliers.
- ☐ If there is more than one person starting a company together, don't forget to write a partnership agreement!

COMPANY NAME

- ☐ Find a good company name, test it on friends and acquaintances. Keep in mind that it should work online.
- ☐ Develop a logo that is recognizable.
- ☐ Protect your company name and brand - patent, design and trademark protection.
- ☐ Wait to print business cards and other materials until the registration is approved.

MARKETING

- ☐ Be clear in your message so your customers understand what you are selling.
- ☐ Find easy ways to promote your business.
- ☐ Remember you as a person are the best advertisement for your business.

YOUR DIGITAL PRESENCE

- ☐ Register one or more domain names as soon as possible.
- ☐ Establish your own email with the domain name.
- ☐ Start with a simple website and make sure it is always up to date.
- ☐ Secure a legitimate payment system
- ☐ Be active on social media, the most known are Facebook, Instagram, Twitter, LinkedIn, Snapchat and Youtube.
- ☐ Safeguard your data.

INSURANCES

- ☐ Be sure that your business has insurance coverage specific for your type of business.
- ☐ Don't forget about your personal safety – i.e. health, pension etc.

BUDGET AND PROFITABILITY

- ☐ It may take months before your business brings in money, make a proper start-up calculation so you know that you will be able to handle your expenses in the beginning.
- ☐ Be prepared, create and understand your liquidity and profit budget – covering both best and worst case situations. NyföretagarCentrum's digital business plan can help with these calculations – affarsplanen.com
- ☐ Be cost-conscious, spend money carefully!

SALES

- ☐ Prioritize sales – this is the foundation of success.
- ☐ Start from what your customers need.
- ☐ Tell them what you can help them with.

BOOKKEEPING, ACCOUNTING, AND AUDIT

- ☐ Decide who should take care of the payroll – yourself or a consultant?
- ☐ Choose an accountant or accounting consultant to work with your finances.

LOCATIONS AND EQUIPMENT

- ☐ Have a business subscription on your phone so new customers can find you.
- ☐ Consider the location of your premises.
- ☐ Think about how large of a space that you need, and what equipment is necessary.
- ☐ Negotiate the terms and time period for rentals and purchases.

SUSTAINABLE BUSINESS

- ☐ Consider the importance of corporate social responsibility.

