Table of Contents

B - Pre opening

- 1 Pre-Opening Responsibilities
- 2 Organizing Your Business Entity
- 3 Developing Your Business Plan
- 4 Site Selection Process
- 5 Funding
- 6 Building Out The Facility
- 7 Required Licenses and Permits
- 8 Setting Up Bank Accounts
- 9 Procuring Required Insurance
- **B-Pre Opening Appendix**
 - 0.0-Questions-to-ask-Yourself
 - 0.1-Your Goals
 - 0.2-Personal Budget
 - 0.3- Your Roadmap
 - 0.4-Personal SWOT
 - 1-Creating a Business Plan
 - 2-sba personal financial statement
 - 3-Start-Up Costs Estimate
 - 4-Startup Checklist
 - 5-Competitive Market Analysis
 - 6-Site Checklist-1
 - 7-Site Checklist-2
 - 8-Final Layout Review
 - 9-Proposed Site Review Form
 - 10-Five Yr Proforma
 - 11-FundingDisbursementTimeline
 - 12-Application Employer ID

C – Marketing

- 1 Marketing Overview
- 2 Your Business Brand
- 3 Developing Marketing Plan
- 4 Advertising and Promotion
- 5 Community Involvement (Grass Roots)
- C-Marketing Appendix
 - 1-Cat 1 Flowchart Pre Opening.xls
 - 2-Category 2 Flowchart Growth Stage.xls
 - 3-Category 3 Flowchart Mature Stage.xls
 - 4-Annual Marketing Plan Recommendations.xls
 - 5-Market Research.doc
 - 6-Groupon Strategy.doc
 - 7-Groupon Tracking Form.xlsx

D – Human Resources

- Job Descriptions
- 2 Team Planning
- 3 Goals
- 4 Budget
- 5 Timing
- 6 Skills and Talents
- 7 Team Scheduling
- 8 Finding Candidates
- 9 Resumes vs. Applications
- 10 Selection Process
- 11 On-Boarding
- 12 Step by Step Onboarding
- 13 Training Employees
- 14 EEOC Guidelines
- 15 Laws Regarding Harassment
- 16 Wage and Labor Laws
- 17 Completing Necessary Paperwork
- 18 Managing Personnel

- 19 Performance Evaluations
- 20 Termination-Separation
- 21 Medical_Emergency_Card
- D- Human Resources Appendix
 - 1 Application_for_Employment
 - 2 Phone Interview Screening Form
 - 3 Applicant Email Questionnaire
 - 4 Performance-Based Hiring Interview Form
 - 5 Applicant Liability Waiver
 - 6 Working Interview Working Performance Evaluation
 - 7 Reference Verification Form
 - 8- 10 Factor Candidate Assessment
 - 9 Offer Of Employment Letter
 - 10 Employee Data Sheet
 - 11 Sample Non Compete
 - 12 Employee Warning
 - 13 Termination Report
 - 14 Employee Exit Checklist
 - 15-Employee Handbook
 - 16 Mentor Weekly One on One Agenda Sample
 - 17 Mentoring
 - 18 Workers Comp
 - ADA-Americans With Disabilities
 - Cobra_Election_Form
 - Team Scheduling Tool
 - **Vacation Tracking**

E – Finance

- 1 Loss Prevention Techniques
- 2 Operations Management System
- 3 Developing Financial Projections
- 4 Banking 101 Financing Options
- E-Finance Appendix

Annual Budget Template

Bank Reconcile

Break Even Analyzer

cash planning tool - 12 months

cash planning tool - 12 weeks

cash planning tool - 14 days

F – Operations

- 1 Daily Duties
- 2 Transacting Sales
- 3 Gift Certificates
- 4 Cleaning and Maintenance
- 5 Safety Procedures
- 6 Security Issues
- F-Operations Appendix
 - 1-SWOT Analysis
 - 2-Daily Cleaning Schedule
 - 3-Restroom Cleaning Checklist
 - 4-Accident Report
 - 5-Mileage Log
 - 6-Hourly Employee Timesheet-Monthly
 - 7-PEST Analysis
 - 8-Customer Touch Point Calendar
 - 9-Petty Cash
 - 10-Credit_Card_Authorization_Form