



# NEW BUSINESS ROADMAP

## RETAIL BUSINESS

Congratulations! You're off on an amazing journey. While starting your own retail business can be complex, we hope this guide helps you navigate the process and access the resources available along the way.

For help beyond this list, organizations like the City of Battle Creek Small Business Development Office, Northern Initiatives, GVSU OMNI, Sprout BC and Michigan SBDC can assist you in finding your way.



PLANNING



LOCATION



CONSTRUCTION



OPERATION

TASKS:

HELPFUL RESOURCES:

STEP ONE: research & business plan	STEP TWO: form your entity	STEP THREE: choose your location	STEP FOUR: site selection & approval	STEP FIVE: design & construction est.	STEP SIX: permits, construction & inspections	STEP SEVEN: operation
<ul style="list-style-type: none"> <li>Develop a good business idea</li> <li>Conduct market research</li> <li>Seek professional advice</li> <li>Create a business plan</li> </ul>	<ul style="list-style-type: none"> <li>Choose a legal structure</li> <li>Determine state &amp; local licensing requirements</li> <li>Register business name</li> <li>Obtain EIN</li> <li>Register federal, state &amp; local taxes</li> <li>Seek business insurance</li> </ul>	<ul style="list-style-type: none"> <li>Explore location needs, ideals and opportunity</li> <li>Determine zoning classifications and requirements</li> </ul>	<ul style="list-style-type: none"> <li>Conduct site visits</li> <li>Property due diligence (title, environmental, property survey)</li> <li>Seek financing</li> <li>Negotiate lease or purchase terms</li> <li>Obtain necessary approvals</li> </ul>	<ul style="list-style-type: none"> <li>Hire design professionals</li> <li>Seek plan approval</li> <li>Obtain construction estimates</li> <li>Hire contractors</li> </ul>	<ul style="list-style-type: none"> <li>Zoning approval</li> <li>Building Inspections Approval</li> <li>Department of Public Works (DPW) approval</li> <li>Occupancy permit</li> </ul>	<ul style="list-style-type: none"> <li>Store set-up and operations</li> <li>Human resources and employee management</li> <li>Marketing and customer service</li> <li>Technology and automation</li> <li>Annual licensing and inspections</li> </ul>
<ul style="list-style-type: none"> <li>SizeUp Michigan</li> <li>City of Battle Creek Small Business Development Office (SBDO)</li> <li>Michigan Small Business Development Center (SBDC)</li> <li>SCORE Kalamazoo/SW Michigan</li> <li>Northern Initiatives</li> <li>Willard Library Resource Desk</li> </ul>	<ul style="list-style-type: none"> <li>U.S. Small Business Administration (SBA)</li> <li>City Clerk</li> <li>Calhoun County Clerk &amp; Register of Deeds</li> <li>Licensing and Regulatory Affairs (LARA)</li> <li>Internal Revenue Service (IRS)</li> <li>City Income Tax Department</li> </ul>	<ul style="list-style-type: none"> <li>City of Battle Creek Small Business Development Office (SBDO)</li> <li>SizeUp Michigan</li> <li>U.S. Small Business Administration (SBA)</li> <li>City Planning &amp; Zoning</li> <li>City Inspections</li> <li>Fire Marshal</li> </ul>	<ul style="list-style-type: none"> <li>City Planning &amp; Zoning</li> <li>City Assessing</li> <li>City Code Compliance</li> <li>City Inspections</li> <li>U.S. Small Business Administration (SBA)</li> </ul>	<ul style="list-style-type: none"> <li>American Institute of Architects (AIA) Southwest Michigan</li> <li>The Blue Book Building &amp; Construction Network</li> <li>City Code Compliance</li> <li>City Inspections</li> <li>City Planning &amp; Zoning</li> </ul>	<ul style="list-style-type: none"> <li>City Planning &amp; Zoning</li> <li>City Applications &amp; Petitions</li> <li>City Department of Public Works (DPW)</li> <li>City Inspections</li> </ul>	<ul style="list-style-type: none"> <li>Michigan Small Business Development Center (SBDC)</li> <li>City of Battle Creek Small Business Development Office (SBDO)</li> <li>SCORE Kalamazoo/SW Michigan</li> <li>Battle Creek Area Chamber of Commerce</li> <li>City Business Licenses</li> <li>Licensing and Regulatory Affairs (LARA)</li> </ul>

**NEED HELP?** Contact the Small Business Development Office: [smallbusinessinfo@battlecreekmi.gov](mailto:smallbusinessinfo@battlecreekmi.gov) | (269) 441-1255

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