



How to Start a Small Business in Decatur County, Indiana

Entrepreneur and small business development are vital to the success of economic development in Greensburg and Decatur County, Indiana. We believe that entrepreneurs and small business owners are crucial for a thriving community and economy. The investments they create for our area are immeasurable.

Our economic system is based upon free enterprise and the right of each person to take a risk, follow a dream, and open his/her own business. But first, it is important to develop a business plan to increase your chances of success.

A good business plan will be well-organized and contain all the key information about your business. The Greensburg/Decatur County Chamber of Commerce is providing a basic sample of key items to consider when formulating your idea for a business. Additional resources are available. For more information, contact the Greensburg/Decatur County Chamber of Commerce at 812-663-2832 or email us at info@greensburgchamber.com

1. Business Description and Summary:

- Plan Purpose
- Business Name
- Type of Business
- History of the Business (if already established)
- Industry Trends
- Key Success Factors
- Goals and Objectives

II. Products and Services:

- Product Description
- Service Description
- Pricing Strategy
- Pricing Objectives
- Product Cost Margins
- Packaging
- Shipping Issues

III. Manufacturing Process (if applicable):

- Materials
- Supply Source
- Production Methods

IV. Marketing Analysis and Strategy:

- Target Market
- Customer Type and Geographic Location
- Demographic Profile
- Total Market Size
- Analysis of Competition
- Advertising Strategies
- Public Relations
- Sales Promotions
- Distribution

V. Management:

- Legal Structure
- Board of Directors
- Key Managers
- Professional Service Providers
- Insurance and Risk Management

VI. Financial Data:

- Financial History
- Profit and Loss Statements
- Balance Sheet
- Cash Flow Statement
- Capital Expenditures Estimates
- Start-Up Costs
- Explanation of Projections

Free web-based business plan tools are available at: <https://isbdc.org/services/>

Everything you need to know from the State of Indiana - <http://www.in.gov/sos/business/2428.htm>

Other Important Information:

- File 2553 with IRS if Electing "S Corporation: www.irs.gov
- File an Assumed Business Name Certificate (DBA) (if applicable) - CONTACT: Decatur County Recorder (812) 663-4681

- Obtain an Employer Identification Number from IRS - CONTACT: IRS Indiana District Office (317) 226-5477
www.irs.gov
- Register with the Indiana Dept of Workforce Development to establish a state unemployment insurance account. - CONTACT: IN DWD (800) 437-9136 www.in.gov/dwd/
- Obtain Worker's Compensation insurance coverage for employees. - CONTACT: Your commercial insurance carrier.
- File State of Indiana Business Tax Application (BT-1) with Indiana Dept. of Revenue to register for sales tax, withholding tax, corporate tax and other non-property taxes & to obtain a Retail Merchant's Certificate - CONTACT: 317-233-4016 (withholding), 317-233-4015 (sales), 317-232-2189 (corporate) www.in.gov/dor
- File State License Applications with appropriate agencies. - CONTACT: State Information Center (800) 45-STATE www.in.gov/sic
- **Contact Local city/county plan director** to ensure compliance with local zoning regulations & ordinances. - CONTACT: City Plan Director (812) 663-3344 www.cityofgreensburg.com
County Plan Director (812) 663-8451 www.decatourcounty.in.gov
- Obtain Environmental & Construction permits, if applicable. - CONTACT: State Information Center (800) 457-8283.