BUSINESS LAUNCH CHECKLIST

A clearer start.
A stronger launch.

Turn a folder of documents into a practical launch plan. Tick what you have checked, then give every open question an owner.

01 / Set the foundations

- ☐ Describe what you sell, who it is for and what is outside the scope.
- ☐ Record the proposed legal structure, owners and decision-makers.
- ☐ List registrations, permissions and specialist questions to confirm.

02 / Make the identity consistent

- ☐ Record the legal name behind the trading brand.
- ☐ Confirm the public details needed on your website and documents.
- ☐ Identify who can approve prices, documents and commitments.

03 / Follow a customer from enquiry to payment

- ☐ Match the proposal, agreement, delivery record and invoice.
- ☐ Clarify deposits, changes, payment triggers and approval steps.
- ☐ List the information and materials each party needs to supply.

04 / Give the paperwork a working home

- ☐ Keep agreed documents separate from drafts and old versions.
- ☐ Assign an owner and review date to each important record.
- ☐ Record personal information collected and questions needing advice.

Try one real customer journey

Can someone new to the business identify the supplier, understand the work and see how payment happens?

WORKING SHEET / KEEP YOUR NOTES TOGETHER

Your one-page business brief.

Write plainly. Mark uncertainty as "to confirm" so a template does not make the decision for you.

01 / The offer

What do we supply, to whom, and what do we exclude?

02 / The people

Who owns the business, makes decisions and approves commitments?

03 / The working model

Where are customers and suppliers? How do delivery and payment work?

04 / The document journey

Which documents appear between the enquiry and the final payment?

05 / The open questions

Which matters need an accountant, authorised professional or other specialist?

REVIEW / DECIDE / ACT

Make the next step concrete.

A launch review works best when the outcome is a short list of decisions and practical next actions.

- ☐ Which decision is holding up the most other work?
- ☐ Which documents describe the business differently?
- ☐ What should be confirmed before the first commitment is made?

Your next actions

Action / question	Owner	Target date

Start a conversation

Bring your brief and existing documents to a conversation about non-reserved business and document support. Fairbourne will confirm the proposed scope before work begins.

thefairbourne.co.uk/contact/

General preparation information only. This checklist does not determine your legal, tax or regulatory obligations. Obtain advice suited to your business where needed.

Useful sources / checked 6 November 2026

GOV.UK / Set up a business

GOV.UK / Company information on websites and stationery

Small Business Commissioner / Contract guide