



SURPRISE | arizona

Doing Business In Surprise
Introduction

November 2005

Doing Business In Surprise - November 2005

Table of Contents

- INTRODUCTION: Is Entrepreneurship for You?
- CHAPTER 1: Starting Your New Business
- CHAPTER 2: Making a Business Plan
- CHAPTER 3: Marketing Your Business
- CHAPTER 4: Selecting the Right Location
- CHAPTER 5: Choosing a Legal Structure
- CHAPTER 6: Protecting Intellectual Property
- CHAPTER 7: Securing Financing
- CHAPTER 8: Dealing with Taxes and Permits
- CHAPTER 9: Evaluating Business Insurance
- CHAPTER 10: Hiring Employees
- Chapter 11: Home-based Business Considerations
- APPENDIX A: Useful Contacts and Websites

About This Publication

This booklet is designed as a guide for the person who is starting a business or who already has an existing business in the City of Surprise. It includes information on licenses, permits, applications and other tools necessary to start and support a business. Please remember that the booklet serves as a guide and is not written to offer advice. Contents of this booklet should not be construed in any way as investment advice or counsel. Before investing money, consult an attorney, accountant, or other business professions.

We would like to thank many city, county, state and federal agencies for their help in making this publication possible. Every effort has been made to assure that this publication is as accurate and up-to-date as possible; however, the information contained is subject to change. If you have questions or suggestions for additional topics, please let us know.

Introduction: Is Entrepreneurship for You?

“In its most basic form, a business involves three activities: producing a product or service, selling it, and managing money.”

“What does it take to start a business?” a business professor once asked his students. “A business plan,” one student responded. “Venture capital,” another said. “A marketing strategy,” a third chimed in. After several other guesses, the professor supplied his students with the correct answer: “A customer!”

Without customers, a business is no longer a business, but rather a hobby. A business is an endeavor sustained by profits and the prospect of making more profits. Profits are typically incidental to the enjoyment of a hobby.

That’s not to say that starting a business is not also an enjoyable activity. In fact, it might be said the starting a business requires a high level of passion, similar to the devotion that many people lavish on a favorite avocation, such as collecting or crafts.

Yet running a business is far more complicated than taking up a “pastime.” In its most basic form, a business involves three activities: producing a product or service, selling it, and managing money. Without exception, entrepreneurs find that one of these three parts of the business is much more interesting than the others. Moreover, he or she may be good at one or perhaps two of these activities, but never all three.

So the basic questions that all entrepreneurs face are: Do I have a business idea that will draw enough customers to sustain itself? What part of this business am I passionate about and naturally good at? And where will I find other people who can help me with the parts of the business that I do not enjoy and don’t know how to do?

This last question is vitally important. It is virtually impossible for a person to start a business without help. Finding partners, allies, and potential key employees is a critical activity—one that should be undertaken as soon as possible. Finding others with complimentary skills and interests can save time, money, and plenty of hassles.

Having asked and answered those initial questions, there is something to be said for simply jumping in and getting started. No matter how much planning you do, at some point the plan must be implemented. Yet even a very small business can lose an astounding amount of money in a very short time, so it is probably wise to make as many mistakes as possible “on paper.”

Starting Your New Business

In its most basic form, a business involves three activities: producing a product or service, selling it, and managing money. There is no way to eliminate all the risks associated with starting a business. But you can improve your chances of success with planning and preparation. A good starting place is to evaluate your strengths and weaknesses as the owner and manager of a small business. Carefully consider each of the following questions:

Are you a self-starter?

It will be up to you---not someone else telling you---to develop projects, organize your time and follow through on details.

How well do you get along with different personalities?

Business owners need to develop working relationships with a variety of people including customers, vendors, staff, bankers and professionals such as lawyers, accountants or consultants. Can you deal with a demanding client, an unreliable vendor or cranky staff person in the best interest of your business?

How good are you at making decisions?

Small business owners are required to make decisions constantly, often quickly, independently, and under pressure.

Do you have the physical and emotional stamina to run a business?

Business ownership can be challenging, fun and exciting. But it's also a lot of work. Can you face twelve-hour work days six or seven days a week?

How well do you plan and organize?

Research indicates that many business failures could have been avoided through better planning. Good organization---of financials, inventory, schedules, and production---can help avoid many pitfalls.

Starting Your New Business

“As soon as you can afford it, find someone else to do the aspects of your business in which you are weak, or those that are non-revenue producing.”

Is your drive strong enough to maintain your motivation?

Running a business can wear you down. Some business owners feel burned out by having to carry all the responsibility on their shoulders. Strong motivation to make the business succeed will help you survive slowdowns as well as periods of burnout.

How will the business affect your family?

The first few years of business start-up can be hard on family life. The strain of an unsupportive spouse may be hard to balance against the demands of starting a business. There also may be financial difficulties until the business becomes profitable, which could take months or years. You may have to adjust to a lower standard of living or put family assets at risk.

Sources

1. Arizona Department of Commerce Small Business Services. Entrepreneur's Edge 2004: A Resource Guide Filled With the Tools to Take Your Business to the Top. THE BUSINESS JOURNAL November 21, 2003. Accessed online at <http://www.commerce.state.az.us/doclib/ABC/2004EntrprnrEdgeEng.pdf> on March 2, 2005.
2. City of Surprise, 12425 W. Bell Road, Suite D-100 Surprise AZ 85374 Phone 623.583.1000, <http://www.surpriseaz.com>
3. Clark, Scott. "These Marketing Mistakes Will Undermine Sales" American City Business Journals Inc. August 30, 2002. Accessed online at <http://seattle.bizjournals.com/seattle/stories/2002/09/02/smallb3.html> on March 2, 2005.
4. Entrepreneur Magazine. "Starting Your Own Business (Entrepreneur Magazine Series)" October 23, 2002. Accessed online at <http://www.entrepreneur.com/article/0,4621,304062,00.html> on March 2, 2005.
5. FindLaw for Small Businesses. "How a Lawyer Can Help Your Business." Accessed online at http://smallbusiness.findlaw.com/intellectual_property/source/legal_briefs/b_why_a_1.html on March 3, 2005.
6. Gilbert Chamber of Commerce. 202 N. Gilbert Rd. Gilbert, AZ 85299-0527. Phone: 480.892.0056.
7. Kanarek, Lisa. "Time to Find Help: Is It Time To Hire Some Outside Help For Your Business? Check Out Your Options" HomeOfficeMag.com. November 2000. Accessed online at <http://www.entrepreneur.com/article/0,4621,283049,00.html> on March 2, 2005.
8. Lankford, Kimberly. "Get Your Free Credit Report." Kiplinger.com December 2, 2004. Accessed online at <http://www.kiplinger.com/columns/ask/archive/2004/q1202.htm> on March 2, 2005.
9. Lesonsky, Rieva and the Staff of Entrepreneur Magazine, Start Your Own Business: The Only Start-Up Book You'll Ever Need. Entrepreneur Press, 1988. Accessed online at <http://www.Entrepreneur.com/article/0,4621,265091,00.html> on March 3, 2005.
10. Martin, Hilton. "Mitigate your company's risk by following a few steps." American City Business Journals Inc. February 7, 2005 Accessed online at <http://columbus.bizjournals.com/columbus/stories/2005/02/07/smallb5.html> on March 2, 2005.
11. Maricopa Community College Small Business Development Center. 2400 N. Central Avenue, Suite 104. Phoenix, AZ 85004.
12. Northwest Valley Chamber of Commerce. 12801 W. Bell Road, Suite 14 Surprise, AZ 85374. 623.583.0692. www.northwestvalley.com.
13. Palo Alto Software, Inc. "Sample Business Plans." Accessed online at <http://www.bplans.com/sp/businessplans.cfm> on March 2, 2005.
14. Schell, Richard. "A Beginner's Guide to Intellectual Property Law." Accessed online at http://www.barbarabrabc.com/HOMEBIZarticles/RSchell_Intellectual-Property-law.htm on March 3, 2005.

APPENDIX A: Useful Contacts and Websites

Office of Economic Development—City of Surprise

12425 W. Bell Rd., Bldg. D-100
Surprise, AZ 85374
Phone: (623) 875-4273
Fax: (623)875-5049
Web site: www.surpriseaz.com
E-mail: econdev@surpriseaz.com

Determining where to start is not always easy. If you aren't sure who to contact or what steps to take, Surprise's Economic Development Department is a great place to begin.

The Economic Development staff will be happy to assist you in determining a path to start your business, expand an existing business, or find a new location. The Economic Development Department offers business firms an ombudsmen service to assist with the City's development process, increase understanding of regulations and assess project needs. Staff can also provide introductions to other departments or additional resources.

The Economic Development Department has services designed for both new and existing businesses—from small entrepreneurial operations to Fortune 500 firms. Services include confidential consultations, assistance with site selection, introduction to private and public sector development and real estate representatives and providing demographic information to assist potential new business owners.

Surprise's Office of Economic Development actively promotes and preserves the economic strength of the city to ensure that Surprise is the preferred location for new, existing and expanding organizations.

Northwest Valley Chamber of Commerce

12801 W. Bell Rd., Suite 14
Surprise, AZ 85374
Phone: (623) 583-0692
Fax: (623) 583-0694
Web Site: www.northwestvalley.com
E-mail: chamber@northwestvalley.com

The Northwest Valley Chamber of Commerce is a private, not-for-profit business organization providing a wealth of information for any size business. For more than 42 years, the Northwest Valley Chamber of Commerce has been a leading advocate for businesses. The Chamber also acts as an ombudsman for resolution of public policy issues that affect the business community at a local, county or state level.

As one of the largest Chambers in metropolitan Phoenix, members are given many opportunities to market their businesses and to enhance their business skills through individual counseling, group workshops and networking activities. The chamber also hosts monthly seminars and events to assist our members.

Maricopa County Regional Library - Surprise

16089 N. Bullard Ave.

APPENDIX A: Useful Contacts and Websites

Surprise, AZ 85374
Phone: 623-544-6371
Web Site: maricopa.gov/library

The Surprise Library is a great business resource and contains various business materials, government and legal documents and “how to” publications on such topics as how to start a business, how to get a loan and how to write a business plan. The Northwest Regional Library is located in the Surprise Recreation Complex in the City of Surprise. This 23,000 sq. ft. facility is the District’s newest “state of the art” Regional Library with a collection of over 40,000 items in all formats and offers over 60 Internet-accessible computers throughout the building. It is a model of the latest technology in the library and information field in terms of customer service with self-checkout, self-check in and Smart Library Cards.

Arizona Department of Commerce

1700 W. Washington St., Suite 600 Phoenix, AZ 85007
Phone: (602) 771-1100 Toll free: (800) 528-8421 Fax: (602) 771-1209
Web site: www.azcommerce.com E-mail: webmaster@azcommerce.com

The Arizona Business Assistance Center, a division of the Arizona Department of Commerce, provides a variety of resources to assist anyone interested in starting, expanding or relocating a business in the state. The Arizona Business Assistance Center has three components and are located at the Arizona Department of Commerce.

Arizona Business Connection

Web site: <http://www.commerce.state.az.us> “Small Business Services” page; then go to “Arizona Business Connection - [Walks you through what you need to know to start or expand your business](#)”
Phone: (602) 771-1196 Toll free: (800) 542-5684

The Arizona Business Connection’s Web site provides regulation and licensing information for starting a business. At this Web site, you may also create a customized information package to print at your convenience. This office also produces the free publications, Guide to Establishing and Operating a Business, Small Business Book and Entrepreneur’s Encyclopedia, available at the Chamber of Commerce and Regional Library. To obtain copies of these publications, visit the Library or call (623) 544-6371 or drop by the Northwest Valley Chamber of Commerce at 12801 West Bell Rd., Ste. 14, Surprise, AZ 85374. Phone (623) 583-0692
Fax (623) 583-0694. Web page chamber@northwestvalley.com

Office of Minority/Women-Owned Business Enterprise Services

Phone: 602-262-6790 <http://www.azcommerce.com/mwbedir/>

The Office of Minority/Women-Owned Business Enterprise Services acts as a resource and advocate for women and minorities who own businesses by helping them market their products and services to

APPENDIX A: Useful Contacts and Websites

state agencies and other companies. The office publishes a directory of women and minority-owned businesses that is distributed to state agencies, local corporations and financial institutions.

Small Business Advocate—Governor's Council on Small Business

1700 West Washington, Suite 220 Phoenix, AZ 85007

Email: gcsb@azcommerce.com

Telephone: 602-771-1173

Fax: 602-771-1209

The Small Business Advocate maintains ongoing communication between the Governor's Office and small business. The advocacy office works with chambers of commerce and other groups to develop policies and programs relevant to small business, supports state legislation that benefits the business community, and interacts with state agencies to improve relationships between state departments and the small business community.

Arizona Secretary of State's Trademark and Trade Name Office

Phoenix Customer Service Center 14 N. 18th Ave just across street from the Capitol Executive Tower

Mailing Address 1700 West Washington, 7th Floor Phoenix, Az 85007-2888

Phone (602) 542-6187 or 800.458.5842 Web site www.azsos.gov/business_services/trademarksandtradenames.htm

Email trades@azsos.gov

Arizona Corporation Commission

1300 W. Washington Street Phoenix, AZ 85007 (602) 542-3230

www.cc.state.az.us <http://www.cc.state.az.us/corp/filings/forms/packets.htm>

Maricopa County Recorder

Main Office (Downtown) 111 S. Third Ave., Phoenix AZ 85003

Phone: 602-506-3535

Southeast Office (Mesa) 222 E. Javelina, Mesa AZ 85210

Phone: 602-506-3535

<http://recorder.maricopa.gov>

Arizona Department of Revenue (ADOR)

2902 W. Agua Fria Freeway Phoenix, AZ 85027

Phone: (602) 255-2060 Forms by Phone: (602) 542-4260

Web site: www.revenue.state.az.us Forms by Fax: (602) 542-3756

“Business Basics: A Guide to Taxes for Arizona Businesses,” is found online at <http://www.revenue.state.az.us/brochure/622.pdf>



SURPRISE
ARIZONA

Beyond Expectations

**City of Surprise
Economic Development
Department**

12425 West Bell Road
Building B

Phone: 623.875.4273
Fax: 623.875.5049
E-mail: econdev@surpriseaz.com
Fax (623) 583-0694

City of Surprise Small Business Assistance Program (SBAP)

Interested in starting your own business? We'll help you get your business started and serve as an on-going resource. We'll work with you as long as you need help.

Through the SBAP, Surprise offers one-on-one coaching and counseling to existing and would-be entrepreneurs, helping them establish business plans and access private and public resources. Our Economic Development staff is complemented by a network of volunteers with business expertise. Go to www.surpriseaz.com—Economic Development Department—or call 623.875.4273 for more information.



Phone: 623.875.4273
Fax: 623.875.5049
E-mail: econdev@surpriseaz.com
Fax (623) 583-0694
chamber@northwestvalley.com

Welcome Business Partners!

The Northwest Valley Chamber of Commerce encourages you to become a business partner with the Chamber and become active in one of the most vibrant business organizations in metropolitan Phoenix.

The Chamber is adept at providing assistance with marketing your product or service, finance options for your business, leads, seminars and workshops, several networking options as well as events to showcase your products.

Chamber members are at the very heart of the region's success. Through their commitment to the community, they create a partnership between local businesses and residents. Chamber members provide more than membership dues. They are volunteers, leaders and advocates for optimum quality of life in the Northwest Valley.

Long before there were thousands of rooftops in the area, there was the Chamber of Commerce. Early business owners recognized the potential of the Northwest Valley and banded together to create a thriving economy and a great place to live. We thank the early pioneers in the region. They created the strong base for the growth and accomplishment that was to follow years later.

Join us; won't you? We're always looking for people who share our values and goals: pursuing all of the good things in life, right here in the Northwest Valley. Stop by the Chamber office any week-day and learn a lot about local life.