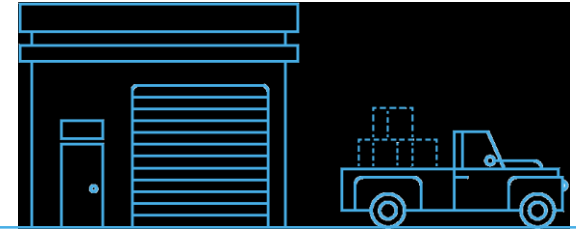




e-Commerce Checklist

This guide tells you which forms you need to fill out, offices you need to visit, and decisions you need to make.



Get Going

These things are crucial to accomplishing other steps, so get them in motion now.

Apply for an Employer Identification Number (EIN), also known as a Federal Tax ID Number from the IRS. This is used to identify your business and allows you to hire employees. If you are a sole proprietor without employees, you may choose to use your Social Security Number instead.

Choose and file a business name. File a Fictitious Business Name (FBN) Statement at the Office of the County Clerk if you will be using a name other than your given name, the names of your partners, or the officially registered name of your LLC or corporation.

If you will be operating your e-Commerce business from an office or warehouse, you may need to apply for a Sales & Use Permit.



Visit

Talking to people at these offices will help you figure out what you need.

Office of Finance
Special Desk Unit
200 North Spring St. Room 205
Los Angeles, CA. 90012
(844) 663-4411

Los Angeles County Clerk
12400 Imperial Highway
Los Angeles, CA. 90650
(800) 201-8999



Read

Reading up on these materials will prepare you for opening your consulting business.

Visit finance.lacity.org for essential reading about permits and taxes.

Choose Your Business Entity

- ❑ You could operate your consulting business as a sole proprietorship or partnership, but you should also consider other legal entities that could protect your personal investments such as a corporation or limited liability company (LLC).

Tip: Establishing your business as an LLC or corporation would make sure that your business, and not you personally, would be responsible for any liability.



Get Licensed

- ❑ [Register your business](#) with the City, County and State.
- ❑ Apply for a [Business Tax Certificate](#) from the Office of Finance and mail the completed form to the address provided in the application

Open Your Business

- ❑ If you have a marketing and advertising budget, you may want to consider print, radio, or television advertising.
- ❑ Social media marketing can be a low-cost, but effective method for getting the word out. Start a Facebook or Yelp page for your business, and consider using other platforms such as Instagram or Twitter to showcase your work.

Bring on staff

- ❑ Review business.lacity.org/manage/employees for information on additional wage and employment guidelines.

Things to consider



- ❑ You can operate your e-Commerce business out of your home or from an office, but depending on the scale of your operations, a warehouse may be required to store your inventory.
- ❑ Your terms and conditions should outline that buyers are entering into a contract when they purchase goods from your website.

i.Tip: Outline the terms of delivery, shipping, refunds and payments, exclusions of liability and terms of use for your website