

BUSINESS BASICS

VIDEO SERIES

The Illinois Office of Minority Economic Empowerment (OMEE) has created a set of resources to help entrepreneurs as they navigate the process of business ownership.



Illinois
Department of Commerce
& Economic Opportunity
OFFICE OF BUSINESS DEVELOPMENT
JB Pritzker, Governor

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01

What Is A Business Plan, and Why Do I Need One?

A business plan is a road map for business success. It is a great tool to helping you understand your own business. This workshop will discuss the basics of creating a strong plan for your business.

VIDEO

SLIDES

02

5 Keys to Formalizing Your Business

This workshop will cover the basics of establishing your business as a legal entity. Including IL Secretary of state, SAM, Duns and ITIN.

VIDEO

SLIDES

03

Marketing Basics: Getting Customers and Keeping Them

Attracting clients and telling your story is a very important part of business success. This workshop will cover the basics of connecting with customers and how to drive sales to your business.

VIDEO

SLIDES

04

Filing Taxes, Including Sales Tax

This workshop will discuss the basics of keeping upto-date records for your business, and how to go about filing your taxes as a business.

VIDEO

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