



HOW TO SET-UP A BUSINESS (FRANCE)

We chose to take the advices of the Agency for business creation (<http://www.apce.com/>)

1) Finding the idea

- Create in his original trade
 - New ideas, new trends
 - Detect an opportunity
 - Create a new product or a new service
 - Join an existing project or network
- ➔ Lend attention to the intellectual property rights (copyright / industrial property right)

2) A personal project

- *Personal balance sheet*
 - Personal constraints (time, environment, own financial contribution etc.)
 - Motivation and personal objectives (“Why I want to set up a business?”)
 - Personal abilities (experience, business or technical knowledge etc.)
- *Constraints analysis (product/service, market, legislation etc.)*

3) Market survey

- Determine market trends and stakeholders
- Make assumptions about turnover
- Establish a strategy
- Marketing decisions (product, price, distribution, communication)



- Determine figures which may be used to establish a financing plan

4) **Financial forecasts**

Objective: check the viability of the project

- ➔ Bring together all the financial components
- ➔ Evaluate needs and materials
- ➔ Establish a financing plan over a year
- ➔ Creating a business plan, it's not compulsory.

Important! Seek help from professionals (chartered accountants etc.)

5) **Find funding**

Financial resources:

- Personal contribution
 - Subsidies
 - Participative funding
 - Open up its capital to outside investors
 - Apply for funding
 - Have recourse to debts
- ➔ It's often a combination of these solutions

6) **Financial assistance**

French government and local authorities created public supports for entrepreneurship:

- Financial contributions



- Tax relief
- Exemption from social security contributions
- Help advisory services
- Provision of premises

Important! Find out about the conditions of attribution of these aids

7) Legal Status

Provide a legal framework to the project

- **Criteria** (nature of the activity, assets, financial needs, corporate taxation etc.)
- **Structure:**
 - One-man business
 - Creation of a society
- **Other:** depends on an incubator, a co-op etc.

8) Formalities

CFE (Center for Business Formalities) is the single interlocutor for:

- Declaring its activity and ask its registration form
- Having its identification number & activity code
- Thinking about assurances and pension funds
- Opening a telephone line and register with the French Post Office
- Bank account: in France, this is not compulsory because it depends on the legal status of the business. For a society, it's compulsory but for an independent business it's not.

9) Installation



- Find premises
- Insure the business
- Establish the first commercial documents
- Finalize the recruitment process
- Choose the service providers
- Set up the administrative management and the methods of accounting

10) First months of operation

- Develop and set up marketing actions
- Know on company taxation
- Monitor the company
- Know how to react in case of difficulty