Coimbatore Business Launch Kit

Worksheets and checklists to take a business idea from "maybe" to launch.

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This kit is a practical starting point, not legal, tax or financial advice. Rules and costs change; confirm requirements with a qualified professional or the relevant authority.

1. Validate before you spend

Talk to at least 10 potential customers (not friends or family) before you invest. Ask about what they do today, not whether they "like" your idea.

Q1. How do you currently solve this problem?

Q2. What does it cost you today (money and time)?

Q3. What frustrates you about the current option?

Q4. When did you last buy or look for this?

Q5. Where did you look, and who did you ask?

Q6. What would make you switch to a new provider?

Q7. How much would you expect to pay?

Q8. Who else decides or influences the purchase?

Q9. How often would you need this?

Q10. Can I contact you when we launch?

Person	Current solution	Main frustration	Would pay?	Follow up?

Signal to look for: people describe a real, recent pain and ask when they can buy. Polite interest is not demand.

2. Registrations to check

Which ones apply depends on your business type, structure, turnover and location. Use this as a list of questions for your CA or advisor.

Registration	Usually relevant when	Applies to me?
Business structure (sole proprietor, partnership, LLP, Pvt Ltd)	Always: decide early, it affects tax, liability and funding	
GST registration	Turnover crosses the threshold, or you sell online / interstate	
Udyam (MSME) registration	Manufacturing or service micro, small or medium enterprises wanting MSME benefits	
FSSAI licence / registration	Any food business: cloud kitchen, packaged foods, catering	
Shop & Establishment registration	You have premises and/or employees	
Trade licence (local body)	Operating from commercial premises within the corporation limits	
Trademark application	You want to protect your brand name and logo	
Current account & PAN/TAN	Separating business money; paying salaries or vendors	

Health, care and education businesses may need extra sector-specific approvals. Check before you open.

3. Working capital planner

Most new businesses fail from running out of cash, not from a bad idea. Plan for setup **and** at least six slow months.

One-time setup	Rs.
Equipment / machinery	
Deposit & interiors	
Registrations & professional fees	
Brand identity & website	
Initial stock / materials	
Total setup	

Monthly running cost	Rs. / month
Rent & utilities	
Salaries (include your own)	
Materials / stock	
Marketing	
Software, phone, internet	
Platform commissions & fees	
Total monthly	

Cash you need = Total setup + (Total monthly × 6) + 10–15% buffer = Rs. _____

4. Naming worksheet

List up to five candidate names and score each one (1 = poor, 5 = great).

Test	Name 1	Name 2	Name 3	Name 4	Name 5
Easy to say (in English and Tamil)					
Easy to spell after hearing it once					
Memorable after one mention					
Hints at what you do or how it feels					
.com / .in domain available					
Instagram handle available					
No similar trademark in your category					
Works on signage & a phone screen					
Total					

The phone test: say the name to 5 people and ask them to type it. If more than one misspells it, keep looking.

5. One-page brand brief

Fill this in before you brief a designer. It is the foundation for your logo, website and content.

Who exactly do you serve?	
What problem do you solve for them?	
Why should they choose you over existing options?	
Your brand personality in 3 words	
3 competitors (and what you will do differently)	
What should customers feel when they see your brand?	
Brands you admire (any industry), and why	
Where will the brand appear most? (signage, packaging, Instagram, website…)	

6. Your minimum digital presence

You do not need everything on day one. Get these right first:

- **Google Business Profile** with the correct category, hours, photos and phone number
- **A simple website**: what you do, who it is for, proof (work or testimonials), and an obvious way to contact you
- **WhatsApp Business** with a catalogue, greeting message and quick replies
- **One social channel** you can post on consistently (usually Instagram for consumer brands, LinkedIn for B2B)
- **Consistent identity**: the same logo, colours and voice everywhere
- **A way to collect reviews**: ask every happy customer, starting from customer one

7. First 90 days of marketing

Pick **two** channels you can sustain, and track enquiries every week.

Weeks	Focus
1–2	Tell your network; set up Google Business Profile; ask first customers for reviews
3–6	Post 3× a week on your one channel; share real work, behind the scenes and customer stories
7–10	Try one small paid test (Rs. 3,000–5,000) on the channel that is already getting responses
11–13	Review: which channel brought paying customers? Double down on it and drop the rest

Week	Enquiries	Source	Converted	Notes

8. Next steps

- Spoken to 10 potential customers
- Checked registrations with a CA / advisor
- Working capital planned for 6 months
- Name shortlisted and tested
- Brand brief completed
- Digital presence basics set up
- Two marketing channels chosen

Want help with naming, identity, website or launch marketing?

Akkenna is a branding and digital agency in Coimbatore. Bring your completed brand brief to a **free 20-minute brand consultation**, and we will suggest the first steps for your launch.

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