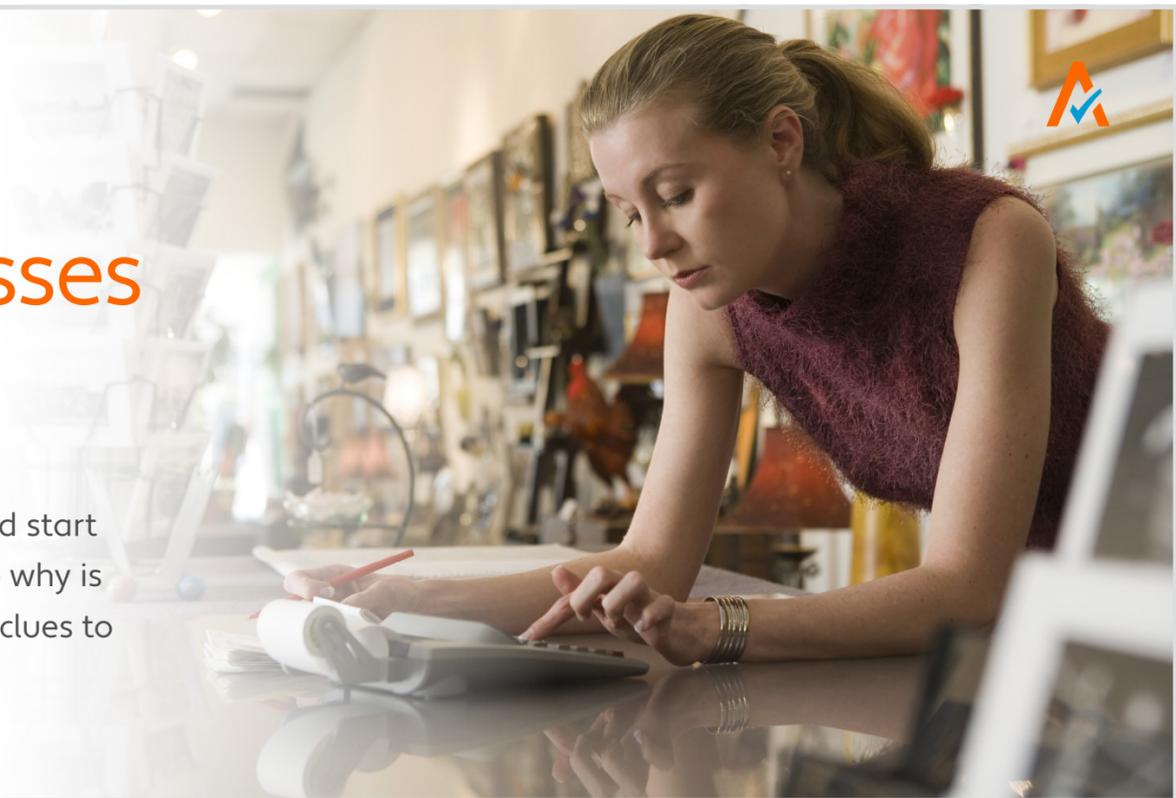




Failure to launch

Why some small businesses just can't make it work

Every month, 540,000 budding entrepreneurs take the plunge and start a new business.¹ Sadly, 4 in 5 won't survive the first two years.² So why is it that some businesses succeed while others fail? Here are a few clues to what causes some companies to crash and burn.



It's all about that base

Six common reasons for small business failure:³

- 1 Lack of experience
- 2 Poor business planning
- 3 Insufficient capital
- 4 Bad location
- 5 Expanded too soon
- 6 No Internet presence

Without a 'Net

7 in 10



Don't sell their products or services online.⁵

No (Over)head for business



37%

Of business owners fall short of the cash they need to cover business expenses.⁴

Risky returns

Top 3 businesses with the highest likelihood of failure.⁶



1

Restaurants



2

Retail clothing stores



3

Direct sales

The decisions you make before opening your doors could prevent you from having to close them. This includes outsourcing high-risk activities like sales tax that take your focus off the bottom line. Add Avalara AvaTax to your start-up plan and you'll be in business.

¹Forbes ²Bloomberg ³Small Business Administration, Investopedia, The Guardian, Business Know-How ⁴Corporation for Enterprise Development ⁵National Small Business Association ⁶Top Business Degrees