Quick Reference Guide:
Establishing a DBA for Your Vendor Profile
This Quick Reference Guide may be used in conjunction with the guide “Registering a New Vendor”, or when updates are needed to Vendor Profile information. If you have not yet begun the registration process, complete the steps shown in the following guide: “Registering a New Vendor,” and then return to this guide.

NJSTART will allow you to add an additional organization with the same tax ID. You will only use this functionality if you would like for that organization to operate separately from your own, meaning your organization and the organization you are adding will have separate profiles and separate users associated with those profiles. You will not gain access to the organization’s profile by adding them as an additional organization. The only link is that both organizations share the same tax ID.

To begin, follow the steps below.

1.0 Navigate to NJ START and Login

Navigate to www.njstart.gov Login using the ID and password you created during registration or that was provided to you by another user in your organization. NOTE: The first time you login, NJSTART will prompt you to reset your password. This will only happen the first time you login for security reasons. Once you reset your password, you will be taken to your home screen.
If you have forgotten your password, you may click on the **Forgot your password** link at the bottom of the screen and follow the instructions.

If you have questions regarding the registration process, you may **contact a Vendor Administrator** at the State via phone 609.341.3500 or email njstart@treas.nj.gov

For more information on receiving business opportunities from the State of New Jersey, please visit, [http://www.state.nj.us/treasury/purchase/vendor.shtml](http://www.state.nj.us/treasury/purchase/vendor.shtml)
2.0 Verify that you have Seller Administrator privileges

You should see the screen below. If you do, then proceed to step 3.0.

If you do not see the screen above, confirm that you are in your Seller Administrator role (found in the top right hand corner of your screen). If you do not have Seller Administrator privileges, you must request those rights from your organization’s Seller Administrator.

3.0 Click Add Associated Organization

After you click Add Associated Organization, you will see the screen below.
You must supply the email address of the organization you wish to add as a “Doing Business As” organization. Fill in the Text box with the information you wish to provide and send the email.

(Recommendation: Provide a link to the Quick Reference Guide “Registering a New Vendor” to aid the recipient of the email when registering in NJSTART.)

The recipient will receive an email prompting them to register in NJSTART as a “Doing Business As” organization sharing your organization’s tax ID. The body of the email will be similar to the text below.


Use this link to log on to NJ START: [http://192.237.238.134/bso/login.sdo](http://192.237.238.134/bso/login.sdo)

Once the recipient clicks on the link above, they will be routed directly into Vendor Registration. The “Doing Business As” organization should then follow the Quick Reference Guide “Registering a New Vendor” to complete their profile.