

STARTING A BUSINESS CHECKLIST

Simply work your way through the list and tick off the tasks as you complete them.

	TASK	COMMENTS
	PLANNING PROCESS	
	Prepare a Business Plan	
	Identify Your Competitors	
	Define Your Point of Difference	
	Understand the Why and Who of Your Business	
	Know the Rules & Regulations in your Industry	
	Develop a Pricing Strategy	
	Financing Your Idea	
	Find an Accountant & Solicitor	
	Research and Understand your Customers	
	Conduct a SWOT Analysis (Strengths, Weaknesses, Opportunities & Threats)	

	FINANCIALS	
	Prepare a List of Set Up Expenses	
	Prepare a 12 Month Sales/Revenue Forecast	
	Prepare a 12 Month Cash Flow Budget	
	Prepare a 12 Month Profit & Loss Forecast	
	Prepare Balance Sheet Forecast	
	Formulate Your Pricing Strategy	
	Identify your Break-Even Position	
	Identify Your Finance Requirements	
	Understand Your Asset Finance Options	Lease & Chattel Mortgage

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	TASK	COMMENTS
	START-UP YOUR BUSINESS	
	Choose and Register a Business Name	
	Choose a Business Structure – if relevant, register with ASIC & apply for ACN	
	Basic Knowledge of Tax System (and your Structure)	
	Apply for a Tax File Number (TFN)	
	Apply for an Australian Business Number (ABN)	
	Register for GST and PAYG	
	Register Trademarks	
	Check Local Business Licenses or Permits	Council, Industry & Government
	Join Business Associations	Industry Body, Professional Association, Chamber of Commerce, BNI Group, Rotary etc.
	Apply for Grants or Subsidies	
	What Technology do you need?	Laptops, Tablets, Smartphones
	Business Applications to Use	Microsoft Office 365, Google Docs
	Consider Legal Matters	Commercial Lease, Will, Contracts, Trademarks

	MARKETING	
	Create a Marketing Plan	
	Identify Your Ideal Customer	
	Create a Logo - Business Name, Slogan & Colours	Consider Font & Colours
	Create Office Stationery	Business Cards, Letterhead, Brochures, Flyers
	Order Signage & Signwriting	
	Register a Website Domain Name	
	Build Your Website	Strategy before you Build!
	Organise Website Hosting	

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	Establish Social Media Accounts & Plan	Google My Business, Facebook, Twitter, Instagram, LinkedIn, YouTube
	Obtain Google Reviews (5 Star)	
	Build Backlinks from other websites from Key Directories	True Local, Yelp, White Pages, Hotfrog and many others
	Set up a unique business email address	
	Plan Your Opening & Business Launch	Press Release & Publicity
	Draft Blog Articles	
	Video Topics & Scripts	
	Plan Customer Newsletter	
	Plan SEO Tactics	
	Online Chat Feature	

	TASK	COMMENTS
	SETTING UP	
	Source Premises & Negotiate Lease Terms	
	Arrange Business and Personal Insurances	
	Arrange Connection of Relevant Utilities	Internet, Phone, Power
	Fit Out Your Premises	Furniture & Fittings
	Set up your financial record keeping system	Accounting Software, Point of Sale
	Set Up Your Invoice/ Quotation Layouts	
	Order Office Supplies	
	Create an Asset Register	
	Signage	
	List of Suppliers & Prices	
	Upgrade Your Smart Phone & Apps	
	Furniture & Fittings & Shop or Office Fit Out	
	Credit Terms & Policies	

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Set up your Banking	Bank Account, Overdraft Facility, Credit Card, Merchant Facility, Internet Banking, PayPal
Apply for Finance	
Phone System, Email & Internet	
Customer Relationship Management Software (CRM)	For Email Marketing
Software – Point of Sale	
Buying an Existing Business?	Due Diligence
Buying a Franchise?	Be aware of franchise rules and regulations. Understand the Franchise Agreement

EMPLOYING STAFF	
Employment/Workplace Agreements	Full Time/Part Time/Casual
Superannuation	Choice of Fund & Super Guarantee
WorkCover Insurance	
Payroll Software (Single Touch Compliant)	
Occupational Health & Safety Regulations	
Employment Declarations	
Minimum Wages	
Equal Opportunity Laws	
Job Descriptions	
Advertisements for Jobs	
Staff Uniforms	

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