

BUSINESS START UP CHECKLIST



A GUIDE TO SETTING UP
YOUR BUSINESS

MULTIPLE SECTION

CHECKLIST

PRE-LAUNCH

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RESEARCH YOUR IDEA & VALIDATE IT

- Before starting your business, you should carry out research into your market and audience. Identify who your product/service is for and the specific pain points that it solves. Conducting a market survey can help to validate the need for your idea.

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DECIDE ON A BUSINESS STRUCTURE

- The most common business structures are sole traders, companies, or partnerships. Each have pros and cons. It is best to discuss the options with an accountant before deciding on the most appropriate option for your business.

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CHOOSE A BUSINESS NAME

- Ideally your business name should be memorable, easy to spell, and relatable to what your business actually does. Avoid hard to pronounce names and names that are too narrow. Before deciding on your name, check that the domain and social media platforms are available.

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TRADEMARK SEARCH

- Once you have decided on your name, make sure to use trademark registries (and search engines) to check that no one already has your business name trademarked.





GET A BUSINESS NUMBER

- In New Zealand you can get a Business Number (NZBN), a unique identifier, which any business in New Zealand can have. Using it will speed up your interactions with government, suppliers and customers, and other businesses, e.g. when sharing invoicing details. Companies get their NZBNs automatically when they register in New Zealand.
- In Australia you will need to register for an ABN (Australian business number). This number is used by customers, suppliers and the ATO to identify your business. If you are a company you will need to apply for an ACN (Australian company number).



REGISTER + SECURE YOUR BUSINESS NAME

- In New Zealand, if you're starting out as a sole trader, there is no additional step required to register your business name. If you've decided to set up a limited liability company, you must reserve your company name and apply to be listed as part of your incorporation process with the Companies Office.
- In Australia you will need to check your business name is available and register it through the business.gov.au website. If you conduct business under a name other than your own you will need to register the name you intend to use.



REGISTER YOUR COMPANY

- In New Zealand, if you decide to structure your business as a company, you need to reserve your company name with the Companies Office — it's a low cost, quick and easy process. Firstly you'll need a RealMe login. You must use the name to incorporate your company within 20 working days of reserving it.
- In Australia you will need to register your company to get your ACN and Certificate of registration.



LOOK INTO INDUSTRY REGULATIONS

- Specific regulations might apply in your industry or region. For example, fair trading, consumer guarantees, privacy, health and safety, food licensing. Make sure to check if any government regulations apply to your business.



PROTECT YOUR BUSINESS

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CREATE YOUR LEGAL DOCUMENTS

- Consider here if you need to put together terms and conditions or a services contract for your business. You might also need to consider things like a privacy policy and terms of use for your website. Consult with a legal professional to ensure your legal documents are set up correctly.

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DETERMINE IF A TRADEMARK IS RIGHT FOR YOU

ACCOUNTING

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OPEN A BUSINESS BANK ACCOUNT

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START AN ACCOUNTING SYSTEM

- Using an accounting system like XERO or MYOB will ensure all business transactions are kept on record and you will be able to create regular reports for tracking the progress in your business.

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REGISTER FOR GST (IF APPLICABLE)



LAUNCHING

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CREATE YOUR BUSINESS PLAN

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DEFINE YOUR BRAND & CREATE YOUR
BRAND GUIDELINES

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DEVELOP A MARKETING PLAN

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PURCHASE YOUR DOMAIN

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CREATE YOUR WEBSITE

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SET UP YOUR SOCIAL MEDIA ACCOUNTS

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FIND YOUR PEOPLE
- CONSIDER OUTSOURCING OR HIRING

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ESTABLISH AND DEFINE YOUR BUSINESS
PROCESSES (SOP'S)

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SELECT THE BEST TECH FOR YOUR BUSINESS

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SEEK PROFESSIONAL ADVICE AND SUPPORT

HELPFUL LINKS

NEW ZEALAND

Applying for a NZBN - <https://www.nzbn.govt.nz/get-an-nzbn/applying-for-an-nzbn/>

10 step guide to starting a business - <https://www.business.govt.nz/getting-started/taking-the-first-steps/10-step-guide-to-starting-a-business/>

Reserve your company name - <https://companies-register.companiesoffice.govt.nz/help-centre/starting-a-company/reserving-a-name-for-a-new-company/>

Business name check - <https://www.business.govt.nz/onecheck/>

Trademark and patents search and registration - <https://www.iponz.govt.nz/manage-ip/>

Industry regulations - <https://www.business.govt.nz/compliance-matters/>

AUSTRALIA

Business name check - <https://help.register.business.gov.au/>

Trademark search & registration - <https://www.ipaustralia.gov.au/trade-marks>

Registering for an ABN/business name or company name - <https://register.business.gov.au>

Steps to follow to register a company - <https://asic.gov.au/for-business/registering-a-company>

Industry codes - <https://www.accc.gov.au/business/industry-codes>



Please note - this is not a complete list of every individual step you'll need to take to start a business. Depending on your location, industry and type of business you start there may be other considerations that you need to make. Please make sure to conduct your own research and to seek professional advice before starting your business.