

# Starting a Business - Checklist

Use this checklist to identify where you are in starting and/or developing a Business. It may take you some time to complete all of these steps, but if you can cross these tasks off your list you will be on the way to starting and/or growing a more successful enterprise.

**Who is this checklist for? For people who...**

- have a business idea + are ready to put their ideas into practice
- have a business on the go, and are ready to grow
- want to check that they have covered all the bases for their new/growing business

Are you ready?		Completed
1	Have you <a href="#">assessed your personal readiness</a> for this type of business?	
2	Have you <a href="#">assessed your business management skills</a> ?	
<b>Assess your business idea</b>		
3	Have you determined whether there is a market for your product or service?	
4	Have you <a href="#">conducted industry research</a> ?	
5	Have you surveyed potential customers about your business concept?	
6	Have you completed a <a href="#">SWOT analysis</a> ?	
7	Have you analysed and compared your competitors?	
<b>Build your business plan</b>		
8	Have you completed a <a href="#">business plan</a> ?	
<b>Choose your business structure</b>		
9	Have you <a href="#">sought advice from an accountant</a> to discuss the various business structures and their tax implications?	
10	Have you determined which <a href="#">structure your business will operate</a> under?	
<b>Legal obligations</b>		
11	Have you completed a <a href="#">business licence report</a> ?	
12	Have you <a href="#">registered for an ABN</a> ?	
13	Have you <a href="#">registered a business</a> or company name?	
14	Have you <a href="#">registered a domain name</a> ?	

15	Have you <a href="#">registered for all relevant taxes</a> ?	
16	If applicable, have you <a href="#">protected your intellectual property</a> ?	
17	Have you <a href="#">researched your insurance needs</a> ?	
18	Have you drafted legal documents for your business?	
19	If employing staff, have you <a href="#">determined your obligations</a> ?	
20	If locating your business at home, have you <a href="#">applied for the correct licence</a> ?	
21	If leasing commercial premises, have you <a href="#">sought advice from the SBDC</a> regarding your lease?	
<b>Build your support team</b>		
22	Have you selected an accountant?	
23	Have you selected a lawyer?	
24	Have you selected suppliers?	
25	Have you <a href="#">met with Council</a> or Small Business Adviser?	
26	Have you considered joining your industry, business association, Chamber of Commerce?	
<b>Figure out your finances</b>		
27	Have you determined if you could afford to start this business?	
28	If necessary, have you secured a reliable funding source?	
29	Have you <a href="#">completed financial forecasts</a> (e.g. expenses, sales, cash flow)?	
30	Have you determined which <a href="#">record keeping system</a> you will use?	
31	Have you developed a credit management policy?	
<b>Market your business</b>		
32	Have you <a href="#">conducted market research</a> ?	
33	Have you <a href="#">profiled your target markets</a> ?	
34	Have you identified your unique selling position?	
35	Have you set marketing goals and budget?	