



# BUSINESS SET UP CHECKLIST



- / Chartered Accountants
- / Business & Tax Consultants
- / Financial Planners

*A history of shaping financial success*

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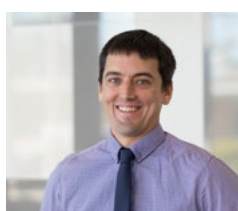


*The quickest path to success is to learn from others who have succeeded before you.*

Kennas has 120 years experience of shaping business success for our clients and can help you on your journey from set up to success.

1. Complete the Kennas "Are you ready for business? checklist"
2. Educate yourself. Learn how to run a business (not just work in it). Visit [www.business.gov.au](http://www.business.gov.au) or [www.kennas.com](http://www.kennas.com)
3. Engage a professional pro-active business accountant to assist.
4. Prepare at least a simple business plan.
5. Prepare at least a simple marketing plan including identifying your point of difference, target market and branding.
6. Organise operational requirements including premises, equipment, IT, telephone, security, licenses and permits.
7. Organise appropriate insurance including WorkCover (legal obligation), property, professional indemnity, public liability, life and income protection insurance for all directors.
8. Ensure appropriate council and government permits are in place to operate business.
9. Organise marketing including website, Google ranking, Google business page, signage, phone directory etc.
10. Organise working capital, equipment and other financing.
11. Determine the best tax and asset protection structure for your situation.
12. Set up the correct structure, register ABN, GST, BAS lodgement, TFN, PAYG withholding.
13. Register a business name if necessary. Visit [www.asic.gov.au/for-business/registering-a-business-name/](http://www.asic.gov.au/for-business/registering-a-business-name/)
14. Open a bank account. To assist in managing transactions it is suggested a debit Visa/Mastercard be attached to the account.

## FOR MORE INFORMATION CONTACT



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