

START-UP CHECKLIST



It's helpful to check out our
Starting your business video prior
to completing this checklist.

1

VALIDATING YOUR BUSINESS IDEA

Customer Profile

Customer demographics: e.g. age, characteristics

Geographical location

Competitor Analysis

Key competitors

Competitor strengths

Competitor weaknesses

What is your Unique Selling Point (USP): The unique benefit that makes your business product or service better than your competitors.

Market Research: Have you explored if there is a need/want for your product?

Completed draft [Business Plan](#)



[Watch our Business Plan video](#)

2

FIGURING OUT YOUR FINANCES

Initial costs: e.g. equipment, website & domain name.

Running costs: e.g. wages/salaries, rent.

Completed [Cash Flow Forecast](#)



[Watch our Cash Flow video](#)



3 GETTING YOUR BUSINESS SET UP

Business name

Business structure

Sole trader Company Partnership

Register your business and trade mark
(if applicable)



Check your business name with [ONECheck](#).
To find out more about your [business structure](#),
[business.govt.nz](#) is a great resource.

4 SETTING UP YOUR BANKING

Open your business bank accounts
Set up digital banking
Book a meeting with an [ANZ Business Specialist](#)

5 SETTING UP YOUR BUSINESS ONLINE

Create a Google Business Profile
Create a website or Facebook page
Set up your social media channels



Watch our [Digitising your business](#) video

6 UNDERSTAND YOUR TAX OBLIGATIONS

Meet with an expert for advice
Open a separate bank account (if required)
Register for GST (if applicable)

7 SALES PLANNING

Set your sales targets
Calculate your [break-even point](#)

Do you need a CRM (Customer Relationship
Management) tool? Yes No

Research popular CRMs

CRM software houses customer information,
activity and communications in a central and easily
accessible database.



Check out our [How to price your
products and services](#) guide

8 MARKETING YOUR BUSINESS

Create your marketing plan
Set a marketing budget



How to [Write a marketing plan in six steps](#) guide

9 GETTING THE RIGHT TEAM AROUND YOU

Identify key partners: e.g. accountant, chambers of
commerce, industry associations

10 NETWORKING FOR SUCCESS

Identify your networking goals

Book a meeting with an [ANZ Business Specialist](#)

Craft your elevator story



Watch our [Networking](#) video



When you're starting a new
business, setting it up properly
from the start is important.
[Check out our helpful article
on five ways to set up
your new business
for success.](#)