

A woman with long, wavy brown hair, wearing a blue sweater, is smiling and looking at a rack of clothes in a store. She is holding a grey sweater. The background is a bright, modern retail space with wooden accents and large windows.

# START-UP CHECKLIST



It's helpful to check out our [Starting your business](#) video prior to completing this checklist.

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## 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

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## 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

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

### 10 NETWORKING FOR SUCCESS

Identify your networking goals

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.](#)