



The Ultimate *Business Launch* Checklist

Starting a business doesn't need to be overwhelming! Use this guide to check off every box and get your business ready to launch today.

The Ultimate Business Launch Checklist



Write a business plan

- ☐ Executive summary
- ☐ Business description
- ☐ Market research & competitor analysis
- ☐ Financial projections
- ☐ Business structure & operating plan
- ☐ Goals, objectives, & KPIs



Estimate startup costs

- ☐ Create a startup budget
 - ☐ One-time startup costs
 - ☐ Overhead costs (office rent, utilities, etc.)
 - ☐ Labour costs
- ☐ Create a dedicated startup savings account
- ☐ Research available grants, startup services, & other resources



Register your business

- ☐ Choose a structure (sole trader, Pty Ltd, Trust)
- ☐ Get your ABN and register for GST if necessary
- ☐ Choose a business name
 - ☐ Claim a domain name
 - ☐ Claim relevant social media handles
- ☐ Register your business
 - ☐ Check state & local registration requirements
 - ☐ Register trademarks



Open accounts & obtain permits

- ☐ Open a Business bank account
- ☐ Obtain an Employer Identification Number
- ☐ Get licenses & permits
 - ☐ Check local business licensing requirements
 - ☐ Obtain industry-specific permits (e.g. building permits, OH&S certifications, etc.)
 - ☐ Obtain a Sales Tax Permit, if necessary



Create a financial accounting system

- ☐ Hire a bookkeeper/accountant
- OR*
- ☐ Set up essential bookkeeping documents
 - ☐ Income statement
 - ☐ Balance sheet
 - ☐ Cash flow statement
 - ☐ Bills & invoices
 - ☐ Expense tracking
- ☐ Purchase accounting software (optional)
- ☐ Estimate your tax liability



Create a management system

- ☐ Create an organizational chart
- ☐ Purchase project management software
- OR*
- ☐ Set up essential management tools
 - ☐ Calendar & scheduling system
 - ☐ Budget tracker
 - ☐ Team management system
 - ☐ Short- & long-term goals and timelines
 - ☐ Choose & track KPIs



Launch branding & marketing

- ☐ Determine brand guidelines
 - ☐ Design or commission a logo
 - ☐ Select a color palette
- ☐ Create a website
 - ☐ About Us page
 - ☐ Contact information
 - ☐ Site menu/navigation bar
 - ☐ Core services & pricing
 - ☐ Online ordering
 - ☐ Customer testimonials
 - ☐ Company blog
- ☐ Set up relevant social media accounts
- ☐ Print business cards



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admin@banksbookkeepingservices.com.au