

THINKING OF STARTING A BUSINESS

Are you ready? Need help with planning, raising finance or writing your business plan? These guides and templates can help.

- [What do I need before I get started?](#)

Before you get started in business, there are a number of questions you need to ask yourself.

- [Am I ready?](#)

Are you ready to venture into business? Operating a small business is not just about working for yourself, it's also about having the necessary skills and expertise to succeed.

- [How can I get advice & support?](#)

You can take advantage of a broad range of advice and support offered by the Australian Government.

- [What type of business should I start?](#)

Do you want to start a new business, or would it be better to buy an already established one?

- [Which business structure should I choose?](#)

What type of business structure will you use? Will you be a sole trader, in a partnership, a company or a trust?

- [How do I choose a business name?](#)

Choosing the right name will help ensure you're creating the right image for your business. It'll also help to distinguish it from your competitors.

- [How do I write a business plan?](#)

Once you've conducted research into the feasibility of your new business you're ready to write your business plan.

- [How do I write a marketing plan?](#)

A marketing plan assists you to integrate your total marketing effort. It ensures a systematic approach to developing products and services to meet and satisfy your customers' needs.

- [How do I develop an export plan?](#)

Once you've decided to sell your products overseas you need to develop an export plan.

- [How do I develop a succession plan?](#)

Nobody likes to think about it, but it's inevitable that one day you'll leave your business, so it's important that you plan for that day.

- [What planning tools can help me?](#)

A variety of government checklists and planning templates are available to assist you.

- [Are you ready checklists](#)
Useful checklists and tools to help you find out if you are ready to start a business.
- [Business plan guides & templates](#)
Useful templates and tools to help you develop a business plan.
- [Marketing plan guides](#)
Useful templates and tools to help you develop a marketing plan.
- [Export plan guides & tools](#)
Useful templates and tools to help you develop an export plan.
- [Succession plan guides & templates](#)
Find out about legal considerations and risk management when managing your succession plan.
- [Advice & support in your state or territory](#)
Useful information and resources in your state or territory to help you find business advice and support.

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