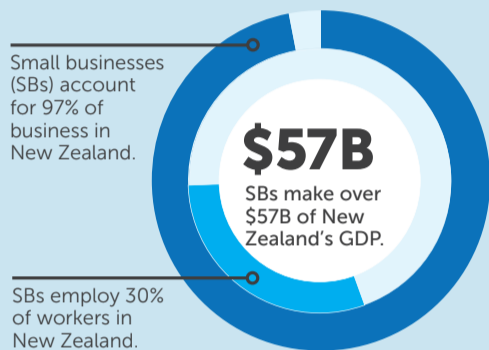


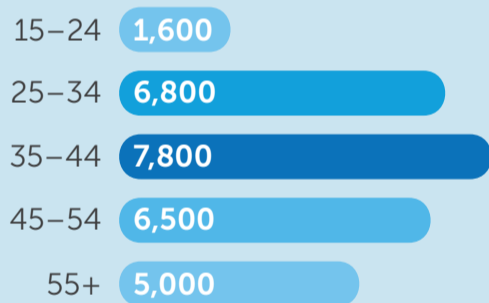
Starting a business with the future in mind

When you're starting a business in New Zealand, there are some things you can do up-front that will safeguard your investment in the future. Follow these steps to success.

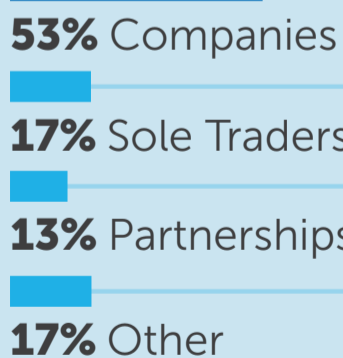
As at 2015



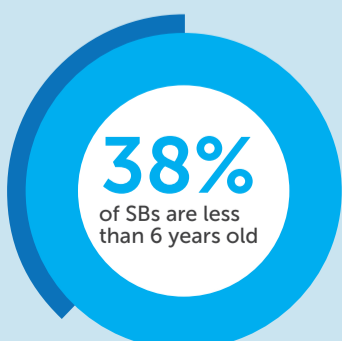
Age of newly self-employed people in New Zealand in 2013.



In 2014 SBs in New Zealand were:



More than one third of SBs in New Zealand in 2014 were less than six years old.



1 Make sure your idea is viable

It's best to be confident that your business idea will work. Write a business plan as a way of thinking it through.

business.govt.nz/business-plan-template

2 Choose a business name

If you have a name in mind, use ONECheck to quickly see if your name is available for a website, company name registration and trade mark registration. It's free, and checking all three at once means you won't choose a name that you can't market or protect.

business.govt.nz/onecheck

3 Choose a business structure

You can choose to run your business as a sole trader, a partnership, or a company. Each offers varying degrees of control and responsibility. Depending on which you choose, you might have to register with government in different ways. Read more about business structures to decide what is right for you.

business.govt.nz/business-structures

4 Get a RealMe login

You may need to get a few registrations from government agencies. Several use a RealMe login. If you get a login early in the process, you can get on with your to-do list easily.

realme.govt.nz

i Did you know?

Go to Business.govt.nz for more tips and resources designed specifically for small businesses (SBs).

i Did you know?

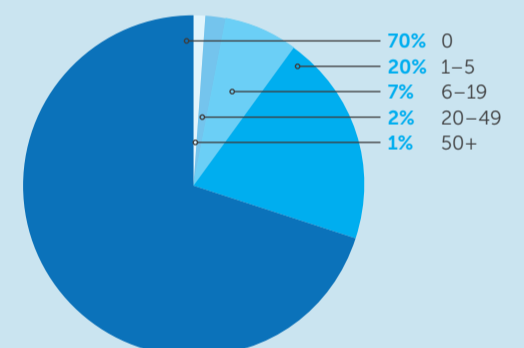
Statistics New Zealand can help you identify target markets or investigate an industry.

stats.govt.nz/dataforbusiness

You may be able to get free support and advice from your Regional Business Partner.

business.govt.nz/regional-business-partners

Percentage of enterprises in New Zealand by employee size, as at 2014.



i Did you know?

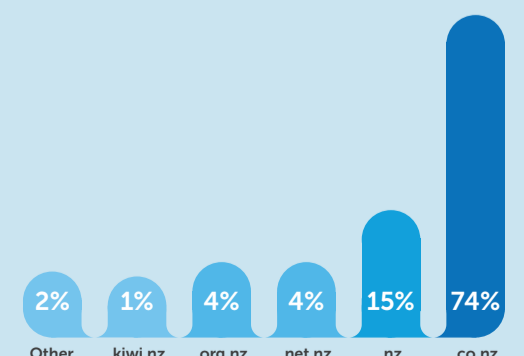
If you're a sole trader, you can start trading immediately using your personal IRD number.

If you choose to structure your business as a company, steps 5ii & 7 are legally required. If you choose a different business structure, those steps are still a good idea.

If you're planning to employ staff, there are some things you'll need to think about and do.

business.govt.nz/recruiting-staff

Types of .nz domain names registered as at 2015.



5 Secure your business name

A small investment now will mean you won't lose your ability to market and protect your name while you're getting other things in order. Use ONECheck as your starting point.

business.govt.nz/onecheck

i Register a domain name

Get a web address. Low cost, quick and easy. Use a private supplier.

dnc.org.nz/story/authorised-registrars

ii Reserve your company name

Reserve a name with Companies Office for 20 days. Low cost, quick and easy.

business.govt.nz/companies
0508 266 726

You will need a RealMe login

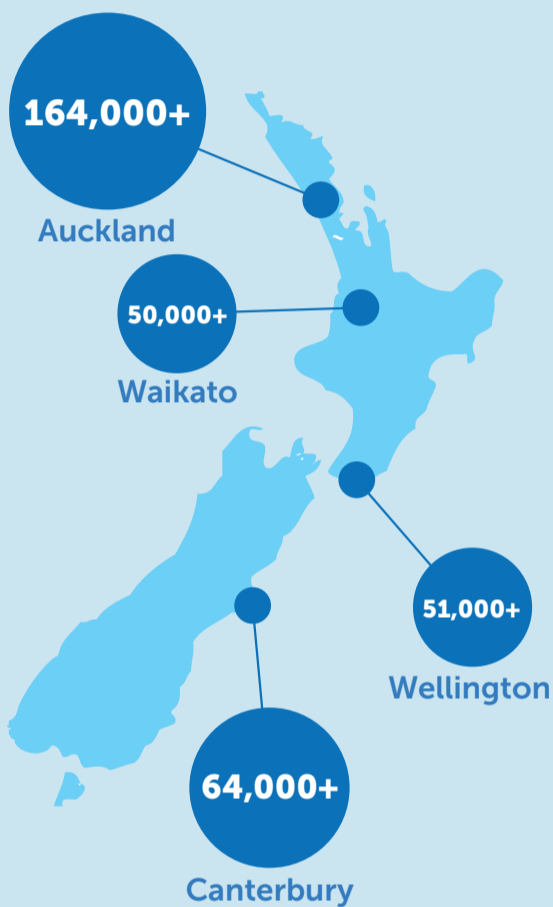
iii Check for trade marks

Get an initial assessment report from IPONZ before you invest in applying for a trade mark. Apply for Search and Preliminary Advice (S&PA) online at IPONZ. Low cost, easy and results within 5 days.

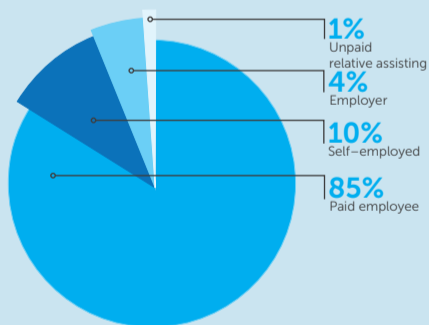
iponz.govt.nz/cms/trade-marks/spa
0508 447 669

You will need a RealMe login

In 2014, most small businesses (SBs) were located in regions with large urban centres.



14% of New Zealand's labour force in 2015 were self employed or running a business that employed others.



20,300+

Trade mark applications were filed in New Zealand in 2014.

242,500+

Trade marks are on New Zealand register as at mid 2015.

6 Look into regulations

Specific regulations might apply in your industry or region. For example, fair trading, consumer guarantees, privacy, health and safety, food licensing. Look into which central and local government regulations apply to your business.

business.govt.nz/laws-and-regulations

7 Register your company name

Mandatory for limited liability companies and partnerships, optional for sole traders. Register online with Companies Office. Low cost, quick and easy.

business.govt.nz/companies
0508 266 726

You will need a RealMe login

8 Register for GST

Mandatory if you've registered as a company or will be earning more than \$60,000 per year. Optional for sole traders and partnerships earning less than \$60,000. Register online with Inland Revenue. Quick, easy, free.

ird.govt.nz/gst

9 Register your trade mark

A registered trade mark is the best way to protect your brands in the marketplace. You can use your S&PA check to begin your application online with IPONZ. Quite quick and easy, low cost for a high level of protection.

iponz.govt.nz/cms/trade-marks
0508 447 667

You will need a RealMe login

Number of registrations in New Zealand as at mid 2015.

561,000
registered
companies

645,000
.nz domains

242,500
registered
trade marks

i Did you know?

You can easily register for GST from here too.

Before registering, make sure your name has been given the green light from your S&PA check.

Additional to dos:

- Open business bank accounts
- Consider business insurance
- Find a business advisor, start creating a network
- Set up a system for your accounts

i Did you know?

You could start by searching the register for free.

iponz.govt.nz/cms/trade-marks

Find out more about protecting your name, brand and best ideas.

iponz.govt.nz/cms/what-is-ip