



A helpful guide to starting a business

Starting a business is as daunting as it is exciting. Get it right and you could be thriving; get it wrong and you may feel the impact of a loss of funds, time and energy.

At Australia Post, we know that starting your small business is no small task. That's why we have dedicated ourselves to providing you with information, as well as range of our product solutions to help get you started with building your business. Think of us as an extra resource to find the right information quickly and easily so you can start trading successfully.

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Advice and support

Take advantage of the many options for advice and support available to start-up businesses. The government website www.business.gov.au/adviceandsupport is a good starting point.



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Planning for your business

A business plan will help to bring your entrepreneurial vision to life, as you start to map out the direction for your business. Commonly, a business plan will include goals, objectives, target market information and financial forecasts set against a given period of time.

A marketing plan should form part of your overall business plan to help develop your product or service offer based on the needs of your target audience. Planning marketing activity will also ultimately help increase your bottom line by driving a customer need for what you are offering.

A business and marketing plan is normally a necessity if you are seeking finance for your start-up.

Visit business.gov.au/plans for templates and guides.



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Business structure

Part of your business plan should be the arrangement of a business structure. You could enter business as a sole trader, in a partnership or as a company – each structure has its advantages and disadvantages and also impacts your taxation and superannuation entitlements and obligations. Visit **ato.gov.au** to obtain a copy of the ‘Choosing the Right Business Structure Booklet’. You could also contact a business advisor. Use the ‘Advisor Finder’ tool at **business.gov.au/advice**

Registering your business

Once you have determined your plan and structure, you will need to consider the necessary registrations and licences for your business. Registering for an Australian Business Number (ABN) is the first step. You may then need to register for GST and a Tax File Number (TFN) depending on your business structure. Go to **ato.gov.au** to learn more about tax basics for small businesses before you visit **abr.gov.au** to register for your ABN online.



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Registering a business name

If you plan to carry out your business activities under a business name (versus under the name of an individual, company or partnership), you need to register your business name with the Australian Securities and Investments Commission (ASIC).

There are a number of considerations when registering a business name, such as whether the business name already exists, whether your proposed name may conflict with an existing registered trademark and whether it is worthwhile registering your business name or a product name as a trademark.

The registration of your business name will also assist with the registration of your website domain name. For more helpful advice visit business.gov.au/registrationandlicences



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Registering a company

If you choose a company structure for your business, you need to register a company and company name with ASIC. Registering a company differs from registering a business in that registering a company creates a legal entity and affords privileges to which a company is entitled, such as a corporate tax rate and limited liability. It is recommended that you seek legal or other professional advice before visiting **asic.gov.au** to proceed with registration.



Successfully sell online

Once you have established the foundations of your business, you will need to turn your attention to building consumer confidence in interacting with your business.

Refer to the enclosed product cards to find out how Australia Post can assist.



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Products to help start a business



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Products to help start a business

Business Credit Accounts

Post Office Boxes

Parcel Send App

Domestic parcel products and services

International parcel product and services

StarTrack Courier

Packaging solutions

Domestic delivery choices

Unaddressed Mail service



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Streamlining for simplicity

Business Credit Accounts

For a better way to manage your business with Australia Post, consider opening a business credit account which will allow you to streamline your business, manage deliveries and access a range of services to help your business grow.

It's free and easy to apply – once approved you can charge a range of products and services to your account including:

- ✓ Letter and parcel services
- ✓ Postage meter resets
- ✓ Pre-paid envelopes and satchels (Express Post and Parcel Post)
- ✓ Courier services
- ✓ Packaging
- ✓ Mail Redirection and Mail Holding services
- ✓ Data and marketing solutions
- ✓ Stationery and office supplies

For more information:

 Visit your local Business Hub or a Post Office  13 11 18

 auspost.com.au/credit-account



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Flexible delivery and collection options

Post Office Boxes

Post Office Boxes (PO Boxes) – PO Boxes provide a secure solution for receiving mail, that you collect when it suits you. Your PO Box address is a fixed address that you retain even if you change street address. Our Mail2Day service, offered in conjunction with a PO Box subscription, can save you extra trips to your PO Box by alerting you via email or SMS when you have mail to collect.

It's easy to apply for a PO Box and the Mail2Day service.

For more information:

 Visit your local Business Hub or Post Office  13 7678  auspost.com.au/po-box



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Managing customer orders

Parcel Send App

Need to access a system to send parcels on the go? Our **Parcel Send App** allows you to pay for postage and order parcel pick up – all from your smart phone or tablet, anywhere in Australia or internationally with an internet connection.




The Parcel Send App allows you to:

- ✓ Process customer orders from your mobile device when you are on the go
- ✓ Process customer orders for both domestic and international parcels
- ✓ Choose to have parcels collected, starting at a flat rate of \$5.50*
- ✓ Track parcels on their journey

The Parcel Send App is free to download! Learn more and download from auspost.com.au/parcelsend. Also available for download via the App Store or Google Play.

*\$5.50 flat rate applies to a next business day, off-peak pick up in selected locations between 10am – 3pm. Further terms and conditions apply. Parcel pickup options are not available in all postcodes - pick up is currently available in most metropolitan areas, but is not available in most rural areas.

For more information:

 Visit your local Business Hub  13 11 18  auspost.com.au/parcelsend

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Simply send it

Domestic parcel products and services

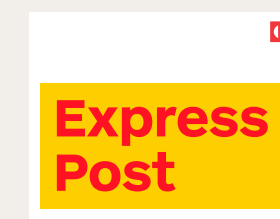
When the customer orders start rolling in, you can rely on our easy to navigate domestic parcel products and services to help get your product to your customer and they are tracked too.

3 easy steps for sending domestic parcels:

1
Choose your speed



Same day*



Next day#



Regular

2
Select your size



Small



Medium



Large

Up to 22kg available with own packaging.

3
Add your features



Extra cover for loss or damage



Signature on delivery

*Same Day delivery only available within Metropolitan areas of major Australian Capital cities.

#Next Day delivery only available within the Express Post delivery network.

Please see <http://auspost.com.au/parcels-mail/delivery-areas> for further details

For more information:



Visit your local Business Hub or Post Office



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auspost.com.au



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Simply send it

International parcel product and services

When you're ready to take your business overseas, our international shipping and logistics solutions can help. If you send products to customers overseas, our range of services offer a variety of features based on cost-effectiveness, speed and extra cover.

- ✓ **Premium services:** Express Courier International, Express Post International (parcels)
- ✓ **Standard services:** Express Post International (letters), Pack & Track International, Registered Post International, Air Mail
- ✓ **Economy services:** Sea Mail

With Australia Post's international shipping and logistics solutions, you can be confident of end-to-end delivery support, delivery to rural and remote areas, the convenience of customs documentation prepared online and handy parcel pick-ups from your business.

If you source product from China, you can also benefit from our joint venture with China Post, Sai Cheng Logistics International, to manage warehousing and distribution from China.

We've also partnered with New Zealand Post to offer a complete delivery, customer acquisition and marketing solution across the Tasman.

Go online to learn about the benefits available to you through our partnerships with China Post and New Zealand Post.

For more information:

 auspost.com.au/internationalbusiness



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Simply send it

StarTrack Courier

For time critical deliveries or deliveries requiring additional security or safe-handling, look no further than **StarTrack Courier**.

StarTrack is a business of Australia Post that offers same day delivery to your customer's door in select locations – 24 hours a day, 365 days a year.

- ✓ Available within CBD and metro locations across all major capital cities in Australia
- ✓ Fleet of +750 vehicles servicing CBD and metro locations
- ✓ Book online
- ✓ Live tracking, SMS/email alerts (on request)

Terms and conditions apply.

For more information:

 startrack.com.au/services/courier



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Simply send it

Packaging solutions

Packaging solutions, to best suit your **delivery needs** and to ensure that items arrive to your customer in their **best condition**, are made easy through our extensive range of bags, boxes and satchels that can also be **purchased in bulk** for greater **savings**.

Talk to us about custom packaging if you are after something unique for your business by way of design, style or size.

Visit auspost.com.au/packaging-options for more information.

For more information:

 auspost.com.au/packaging-options



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Flexible delivery and collection options

Domestic delivery choices

Consumers demand more choice and convenience for parcel delivery. Knowing that first time delivery success equals customer satisfaction and the likelihood of repeat business, we offer options to help avoid missed deliveries.




- ✓ **My Post Deliveries**[^] an online tracking and delivery management tool, which enables options for receivers to re-direct or re-schedule deliveries.
- ✓ **24/7 Parcel Lockers**^{*} self-serve parcel collection from a network of over 180 convenient locations. Customers register for a Parcel Locker address and start sending parcels to this address. We email or SMS as soon as their parcel is available and they collect at a time that suits them.
- ✓ **Parcel Collect** a service that lets your customer choose one or more of up to 3,500 Post Offices which their parcel can be delivered to. Customers register for a Parcel Collect address and start sending parcels to this address. We email or SMS as soon as their parcel is available.

Now parcels wait for your customer, rather than the other way around.

[^]My Post Deliveries Terms and Conditions apply.

^{*}Parcel Lockers terms and conditions apply. Collection time limits apply.

For more information:

 Visit your local Business Hub  13 11 18  auspost.com.au/manage-deliveries



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Customer acquisition

Unaddressed Mail service




Want to reach consumers but don't have a database? Our Unaddressed Mail service provides a low cost service to target particular localities or postcodes with the key marketing messages for your business.

Benefits:

- ✓ **Save money** – Unaddressed Mail is a highly cost-effective way to communicate
- ✓ **Enhance your company's image** – current and potential customers receive your mail through Australia Post's professional delivery network
- ✓ **Reach up to 10.9 million¹ households** and business delivery points nationwide, including more than 1 million Post Office Boxes (business and private).

¹Unaddressed Mail delivery points as at November 2012.

For more information:

 Visit your local Business Hub  13 11 18  auspost.com.au/unaddressedmail

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