

A helpful guide to
**Starting a
business
online**



A helpful guide to starting a business online

Starting a business is as daunting as it is exciting. Introduce the online element and a whole new world unfolds. Get it right and you could be thriving in the online environment, which provides an abundance of opportunity; get it wrong and you may feel the impact of a loss of funds, time and energy.

At Australia Post, we know that taking your small business online is no small task. That's why we have dedicated ourselves to providing you with information, as well as a range of our product solutions to help you get started with building your business online.

Think of us as an extra resource to find the right information quickly and easily so you can start trading online successfully.

[Checklist](#)[Helpful products](#)

A checklist for starting your business online

- ☐ Advice and support
- ☐ Planning for your business
- ☐ Business structure
- ☐ Registering your business
- ☐ Registering a business name
- ☐ Registering a company
- ☐ Staying smart online
- ☐ Successfully sell online
- ☐ Products to help start a business online



Checklist

Helpful products



A checklist for starting your business online



Advice and support

Before you take your business online, you should take advantage of the many options for advice and support available to start-up businesses. The government website **business.gov.au/adviceandsupport** is a good starting point.

You could also come along to an eCommerce Workshop at your local Australia Post Business Hub, where we can help you understand our range of payment, packaging and delivery solutions.

Visit your local Business Hub for more information.



Checklist

Helpful products



A checklist for starting your business online



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. A business plan is also normally a necessity if you are seeking finance for your start-up. Visit **business.gov.au/plans** for templates and guides.



Business structure

Part of your business plan should be the arrangement of a business structure. You could begin 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. To find out more, 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**.



Checklist

Helpful products



A checklist for starting your business online



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) for GST is the first step. 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.



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**



Checklist

Helpful products



A checklist for starting your business online



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.



Staying smart online

The Stay Smart Online website provides useful advice and information for individuals and small businesses to protect themselves online. Take advantage of the SCAMwatch tool as well as information on the laws and regulations that apply to online shopfronts, which covers SPAM (electronic junk mail), privacy and consumer protection and competition laws. Visit www.staysmartonline.gov.au for more valuable information.



Checklist

Helpful products



A checklist for starting your business online



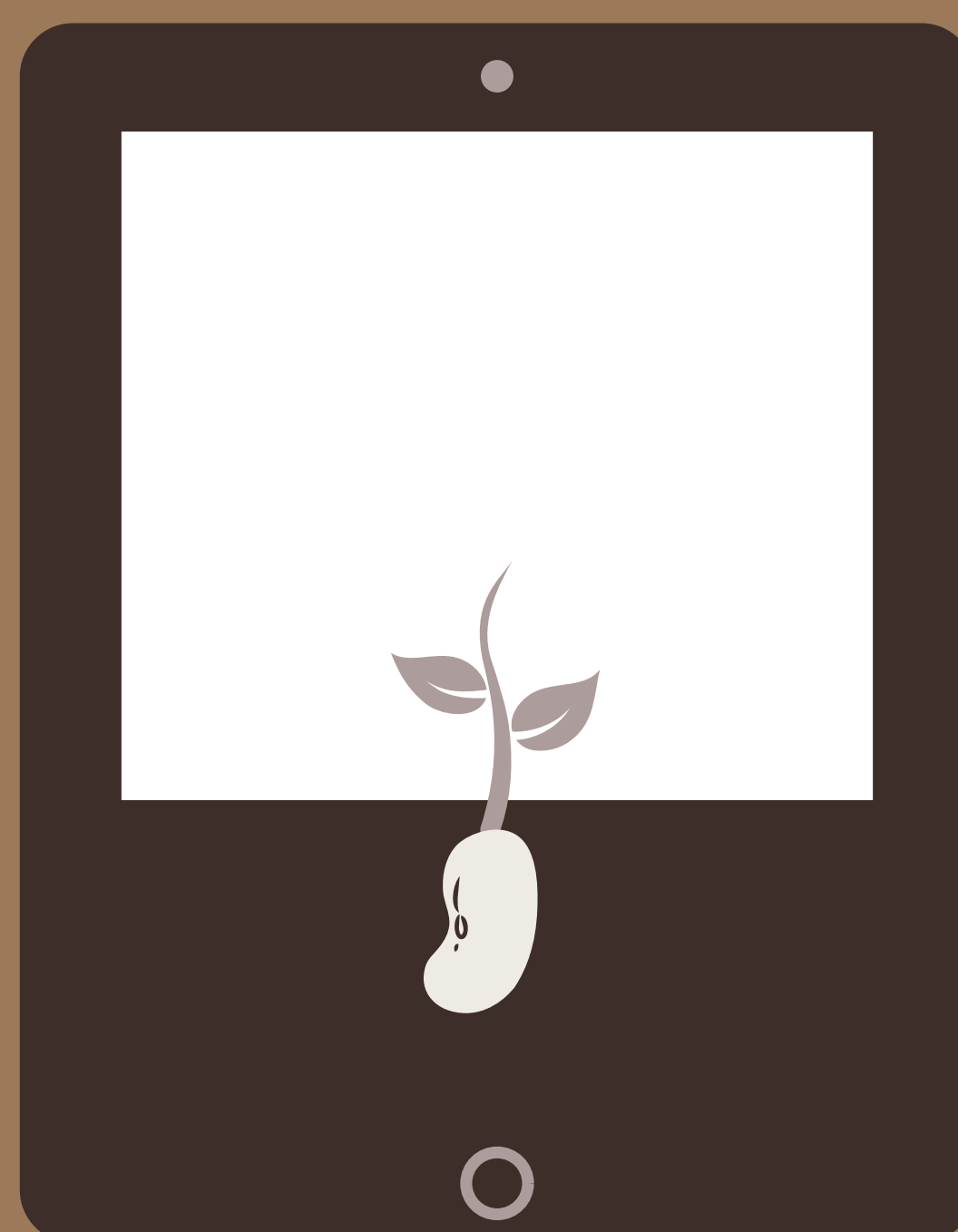
Successfully sell online

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

A reputable online business will have a professional website, a secure payment gateway and a reliable order management and shipping tool. Your business will also benefit from offering customers flexible options for parcel delivery and collection.

Refer to the enclosed product cards to find out how Australia Post can assist with building an online presence that customers will respond to.

[Checklist](#)[Helpful products](#)



Products to help start a business online



Checklist

Helpful products



Products to help start a business online

My Online Shop

SecurePay

Click and Send

Parcel Send App

Domestic parcel products and services

Packaging solutions

StarTrack Courier



Checklist

Helpful products



Transacting with your customers

My Online Shop

The first step in taking your business online is creating an online presence. **My Online Shop** is a simple and cost-effective eCommerce solution designed to help you build your own website, sell products or take bookings and deliver orders.




The My Online Shop portal will guide you through:

- ✓ Setting up a domain name
- ✓ Designing the layout for your shop's website
- ✓ Adding product and payment methods (including an Australia Post shipping calculator – perfect for those new to online selling)
- ✓ Adding search engine optimisation (SEO) to help improve your website's ranking and visibility on search engines such as Google or Bing.

Register online for your free 30-day trial and gain access to our Advanced Package (2,000 products, 250 pages, 2GB storage data). You can then manage your subscription level according to the size of your business.

There are no set-up fees or hidden service costs, we do not take any commission on your sales and there are no long-term contracts.

For more information:

 Visit your local Business Hub  1300 79 89 39  auspost.com.au/myonlineshop

[Checklist](#)[Helpful products](#)[Back](#)[to products list](#)

Transacting with your customers

SecurePay

The key to selling online is establishing consumer confidence in transacting with your business. **SecurePay** is a payment gateway system that allows you to receive customer payments securely, giving your customers peace of mind while reducing your business risk.

SecurePay is a business of Australia Post that is trusted by +40,000 Australian businesses.

Features include:

- ✓ Merchant Login for stress free payment management
- ✓ Fraud protection tools to minimise business risk
- ✓ Simple and easy integration with most shopping carts

SecurePay's payment gateway can be set up as part of a **My Online Shop** subscription or can be integrated into an existing website to enable online transactions.

SecurePay terms and conditions apply.

For more information:

 Visit your local Business Hub  1300 786 756  securepay.com.au



Checklist

Helpful products

Back

to products list



Managing customer orders

Click and Send

Once your online shop is up and running, you'll need a delivery management system for customer orders. **Click and Send** enables you to pay for parcel postage, prepare and print shipping labels and choose to post later or arrange pick up. All in a few simple clicks on your own computer.

With Click and Send, you benefit from:

- ✓ Access to flat rate postage, so you'll know your postage costs upfront
- ✓ Access to pick-up services*
- ✓ The ability to import customer details from your own database or from eBay
- ✓ Online tracking
- ✓ Proof of shipment
- ✓ Convenient payment methods
- ✓ Access Domestic and International postage labels

Getting started with Click and Send is easy and registration is free! Once you start to send 250 or more parcels per year, register for the Business 250 offer to save up to 10% on Postage.#

Terms and conditions apply.

*Additional charges apply for pick up services. Not available at all localities.

#Eligibility for the Business 250 offer requires an approved ABN or ACN.

For more information:

-  Visit your local Business Hub or a Post Office
-  1300 622 710  auspost.com.au/clickandsend

[Checklist](#)[Helpful products](#)[Back](#)[to products list](#)

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

[Checklist](#)[Helpful products](#)[Back](#)[to products list](#)

Simply send it

Domestic parcel products and services

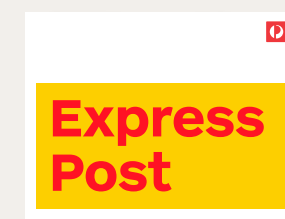
When the customer orders start rolling in, you can rely on our easy to navigate domestic parcel products and services to help get your product to your customer and they are tracked too.

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  13 11 18  auspost.com.au



Checklist

Helpful products

Back

to products list



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



Checklist

Helpful products

Back

to products list



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



Checklist

Helpful products

Back

to products list

