



**ULTIMATE**  
**TAX & ADVISORY**

# Starting a business:

## Will it work?

We've all thought about it at some point, bad day at work or maybe you've been unhappy for a long time, looking for a career change or just driven to try things on your own! Whatever the reason – starting a business is a big deal and needs to be carefully considered.

To help you with your decision, we've put together some discussion points:

### Is there a demand?

First things first, there is no point starting a business if no one wants to buy what you are offering!

Complete an analysis of your competitors, trends in the current market, how your business will differentiate itself and where you will be located.

How to find this information?

Research online, through social media, networking, local government, census surveys & other data, focus groups, etc



## Who is your target audience?

What type of people do you want to work with – what do you specialise in? What problems do they need you to solve?

Write down every single thing you know about these customers, including but not limited to:

- Age
- Gender
- Marital status
- Any children?
- Locations
- Income bracket
- Job title
- What are their interests
- What are their behaviours
- Where can you find them
- What are their fears/frustrations
- What are their dreams

## Who are your competitors?

Make a list of your top competitors and complete a SWOT analysis (strengths, weaknesses, opportunities & threats) for each. Things to consider are quality of their product/service, pricing, reputation, location and marketing strategies. It would also be a good idea to complete this on your own business to see how you compare.

## Is it viable?

Now that you know there is a demand for your product, you know who you will be targeting, and you know who your competitors are, there is one thing missing and that is doing the numbers and checking that it is viable.

Prepare a projected cashflow & budget for at least the first 12 months. List all your expenses and do research on how much they will cost each year, which can be broken down to monthly, weekly or even daily costs. Don't forget to factor in any initial start-up costs. You will also need to work out your revenue, to do this determine how much you will charge for your product/service & the estimated number of customers (including monthly/yearly increase) along with any projected price increases.

We highly recommend completing a business plan & marketing plan which will really help you work out the finer details for all the points listed above.

[Download our 'Ultimate Start-Up Guide' for more in-depth details of starting your own business.](#)

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