



Six Foundation Stones to
**Business Start up
& Development**
WORKBOOK



Jodie Bedford, DiJuway Designs, was commissioned to create some artwork for the Maganda Makers Business Club, representing what the Club represents.

Sunrise

This painting represents the morning or sunrise. A new beginning. The colours were chosen to represent the colours across the Kimberley and power and wealth. The coolamon signifies nurture through Maganda Makers. The Bungles is representing the East Kimberley women, and the shell represents the West Kimberley women. The boabs and gumtree flower represent the Kimberley overall. Each woman's journey is different; the symbols of women sitting around being nurtured in the colours of red and purple signify wealth, power, and independence by having their own business. We come together to share stories and strengthen one another.





Footsteps

The footsteps signify walking and navigating through business. The green boab represents the Kimberley and wealth. The coolamon signifies nurture through Maganda Makers. Women gathering this is reflecting the camps and workshops that Maganda Makers holds, and the other circle is representing a ripple effect through women supporting each other through the Maganda Makers Business Club. The red is for power, and the designs are signifying the journey of Aboriginal women and storytelling and sharing.

View more of her work here...
<https://www.facebook.com/dijuwaydesigns>





Six Foundation Stones to Business Start up & Development



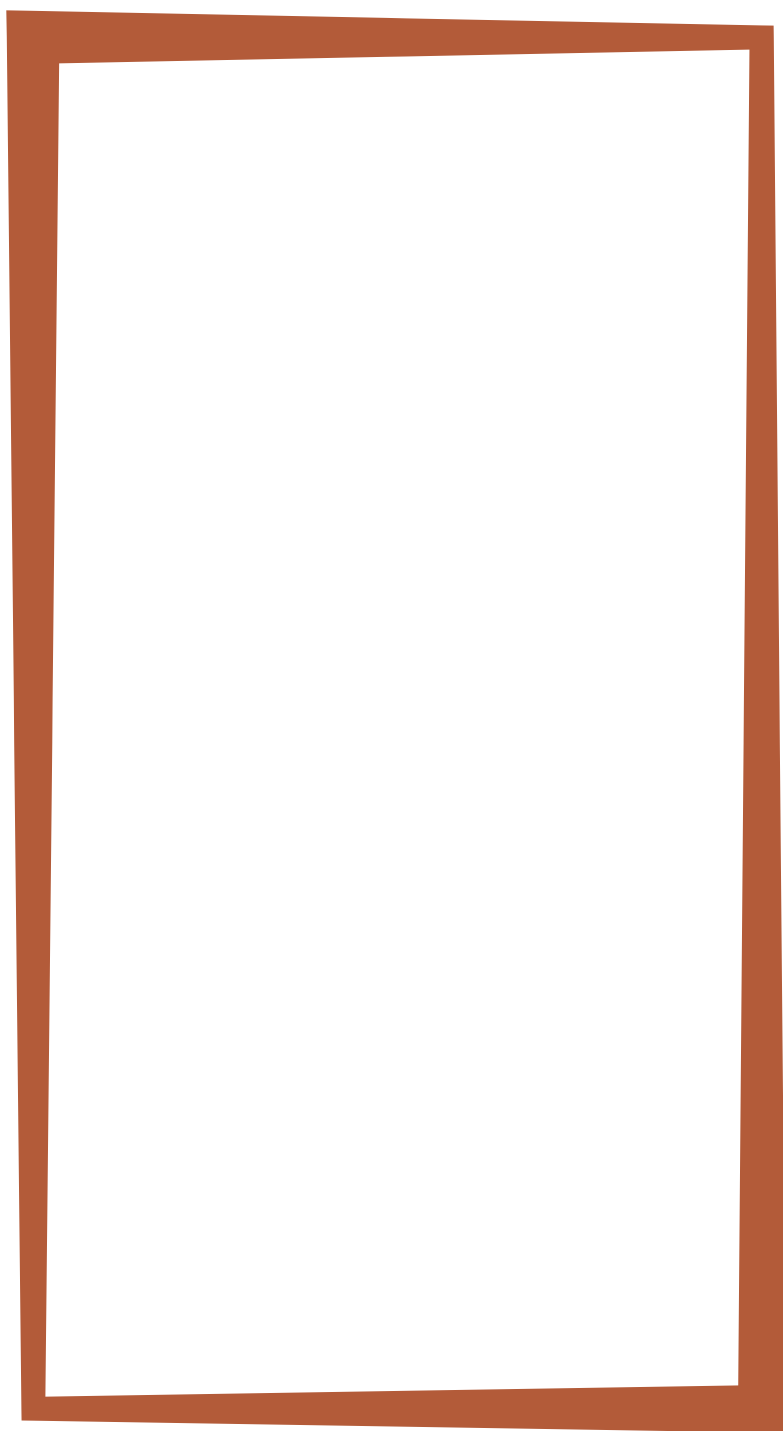
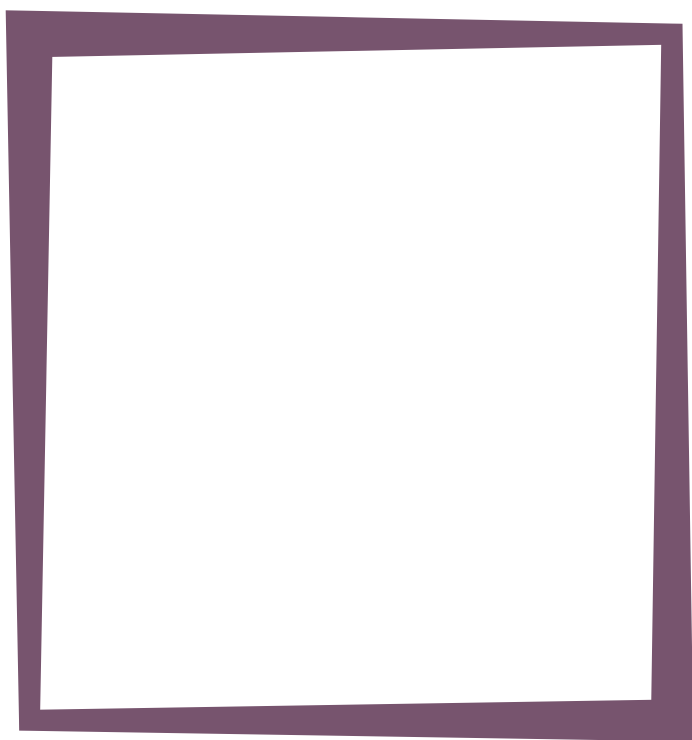
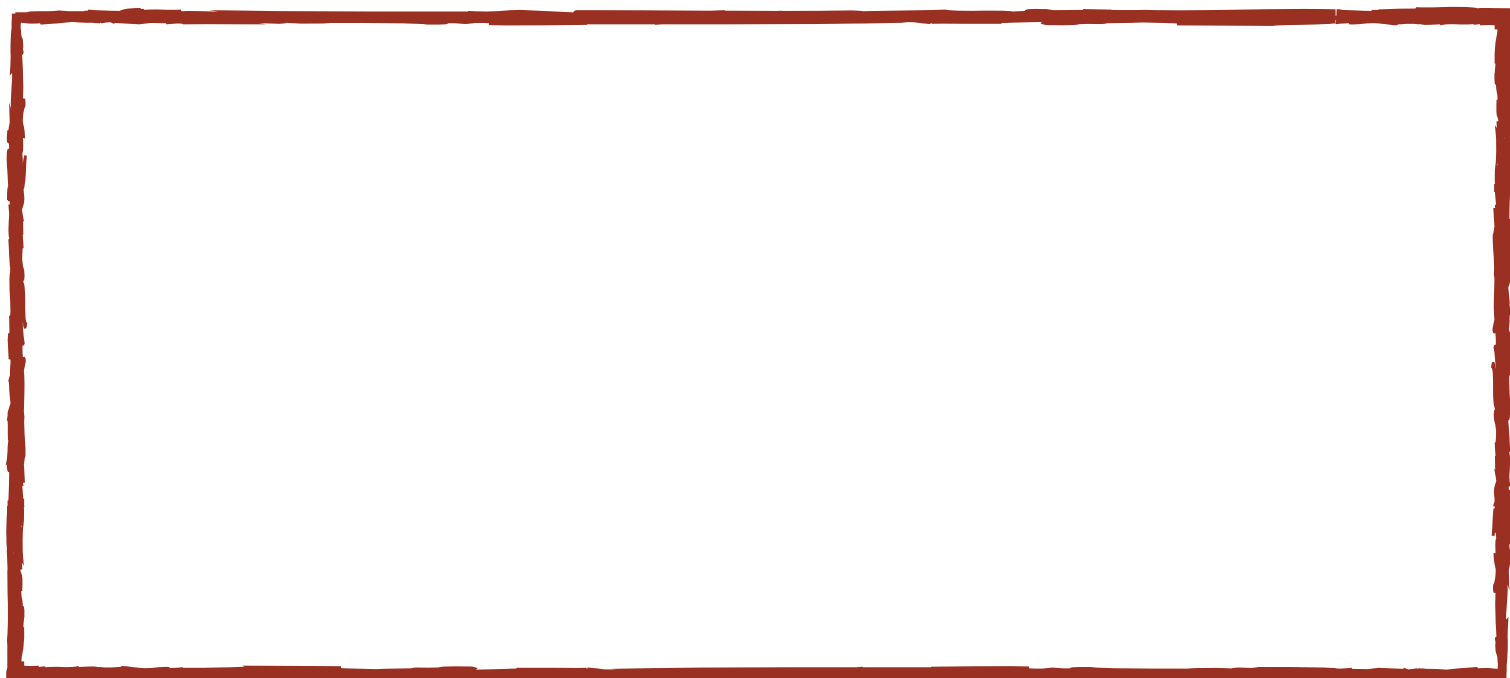
Business Overview/Strategy

- 1) What is your story/background/experiences that have brought you to this point of wanting to consider self-employment opportunities?
- 2) What are your skills and talents?
- 3) What are your passions and interests?
- 4) What does an 'ideal day' look like to you?
- 5) What are the business ideas you have?
- 6a) How will you generate income from your ideas?
- 6b) What income streams will you have?
- 7) Can you make products from your services?
- 8) Can you make services from your products?
- 9) What are the strengths, weaknesses, opportunities and threats of your business ideas?
- 10) What problem/s will your business solve?
- 11) What are your business goals?



Stone 1







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Protection/Legal Compliance

1) Apply for an Australia Business number through ATO (Australian Tax Office), this is free to do: <https://www.abr.gov.au/business-super-funds-charities/applying-abn>

2) Register a business name through ASIC (Australian Securities Investment Commission): <https://asic.gov.au/for-business/registering-a-business-name/>

3) Register for a domain name to use as your website and/or email address (some options: www.godaddy.com, www.crazydomains.com.au)

4) What insurances will you need, for example, public liability, professional indemnity, equipment insurance?

5) What Licenses and/or Permissions do you need, for example Food Handling Licence?

6) What Associations/Memberships/Certificates/Tickets do you need?

7) What terms and conditions of payment will you have?

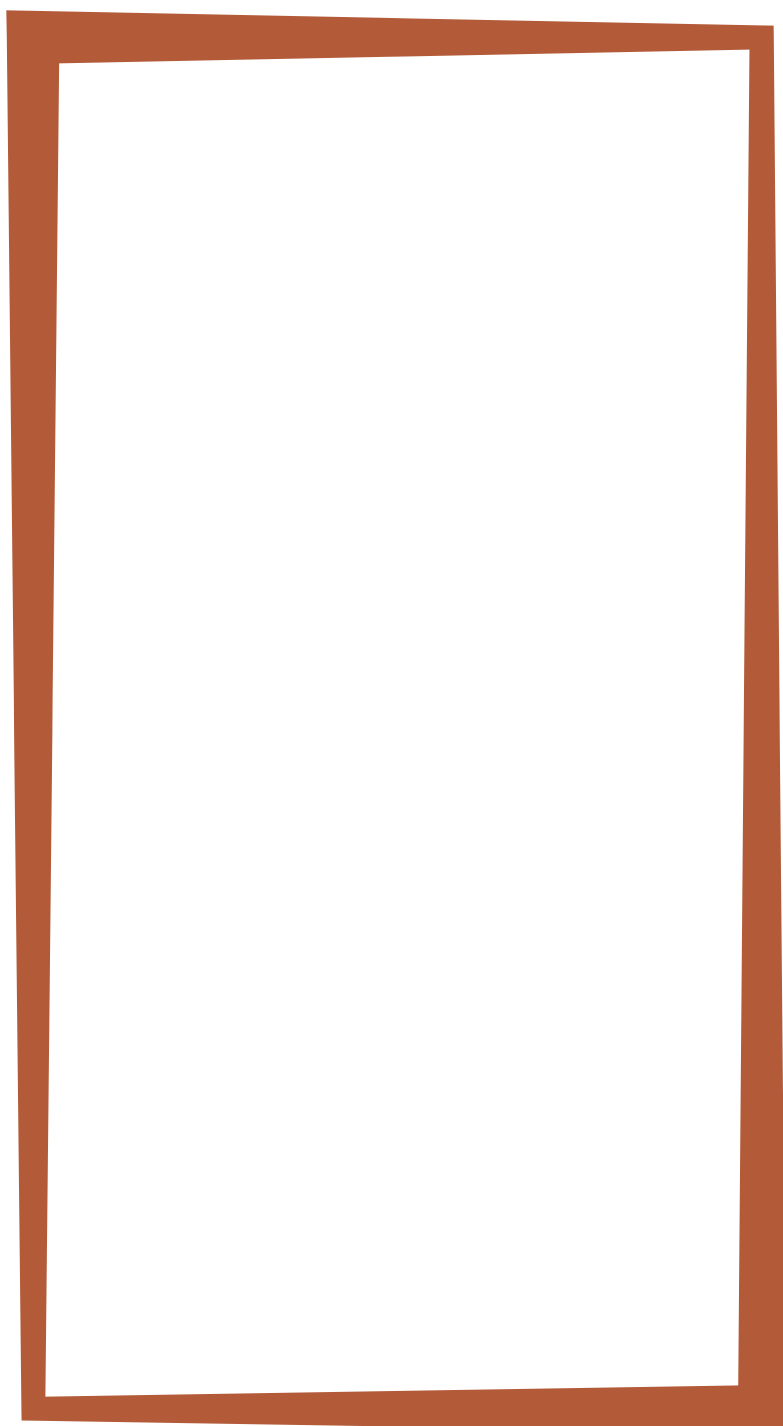
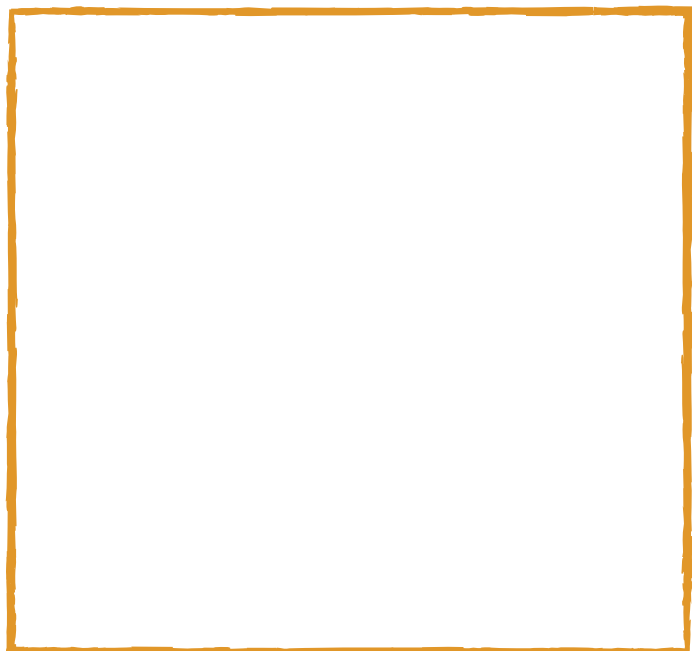
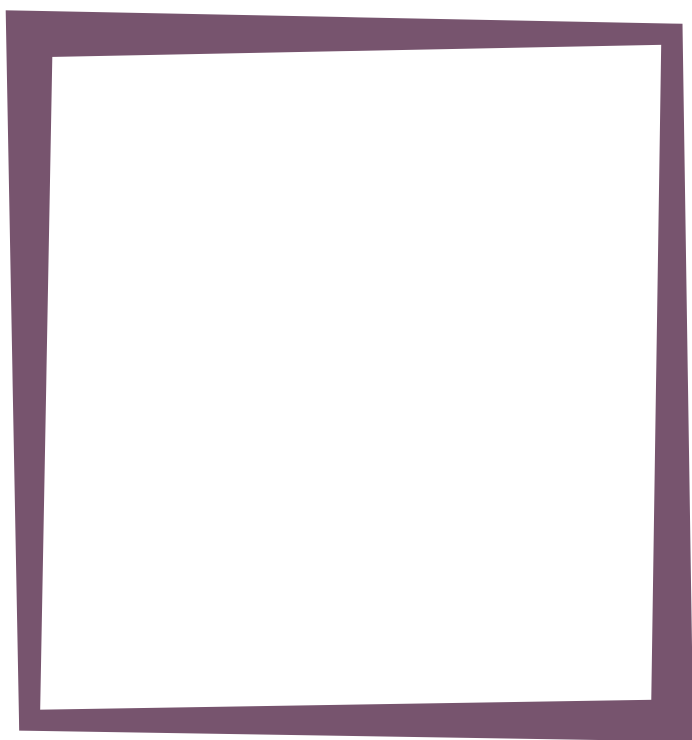
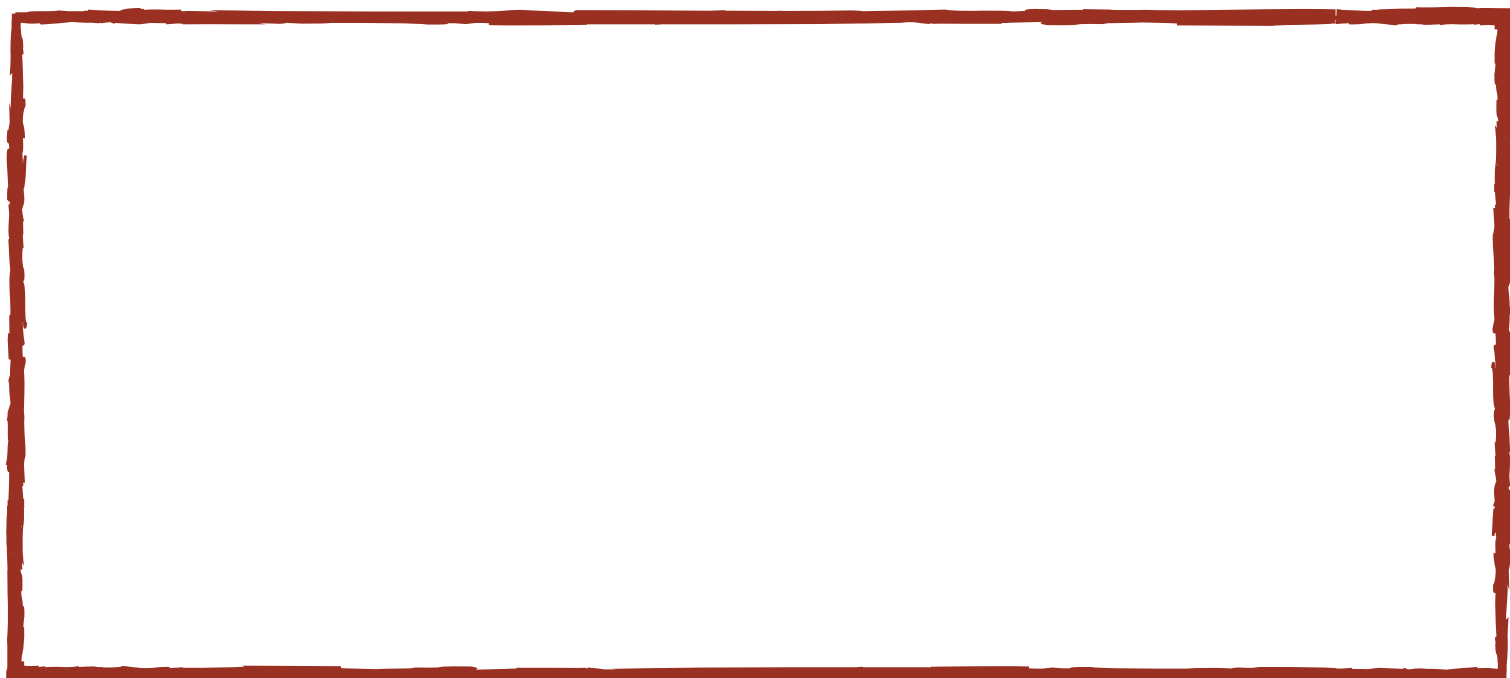
8) What employment contracts or service agreements and/or other legal documentation (for example, a trademark for your logo, a lease for office premises) do you need?

9) What will be the legal structure for your business?



Stone 2







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Marketing



Stone 3

- 1) Conduct a market research phase to see if there is demand for your products and services
- 2) Who is your ideal customer/client – that is your target market/s (no more than 2 or 3 types of target market)
- 3) How much will your customers/clients be willing to pay?
- 4) Who is your competition?
- 5) Will you have a pilot phase for the business – to test the market?
- 6) What will be your business name, logo, tagline and branding colours?
- 7) What social media platforms are you going to use?
- 8) What range of marketing collateral will you have, for example flyers, brochures, business cards, car magnets, fridge magnets, promotional products (eg keyring, USB, hat, pen)?
- 9) Will you create a Business Capability Statement and/or Portfolio to showcase your business?
- 10) What will be your 4 to 5 marketing actions each week?
- 11) What type of website (for example, e-commerce so that you can sell products) do you want?





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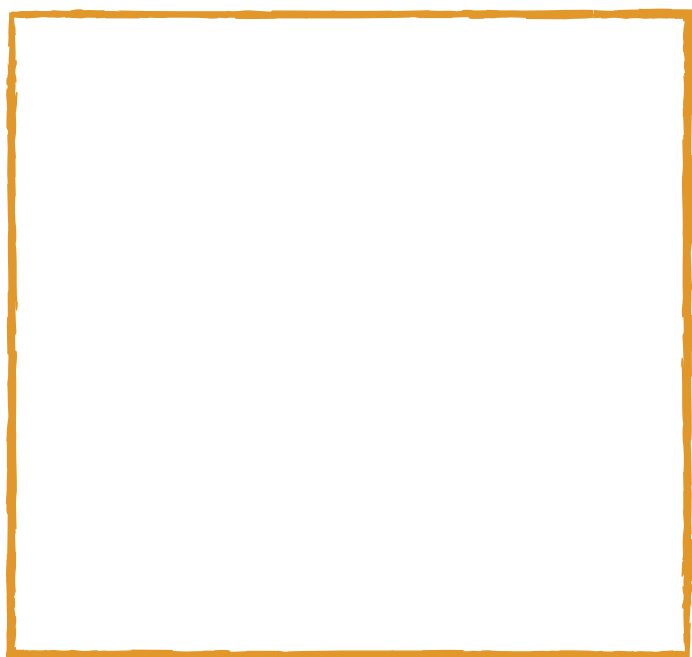
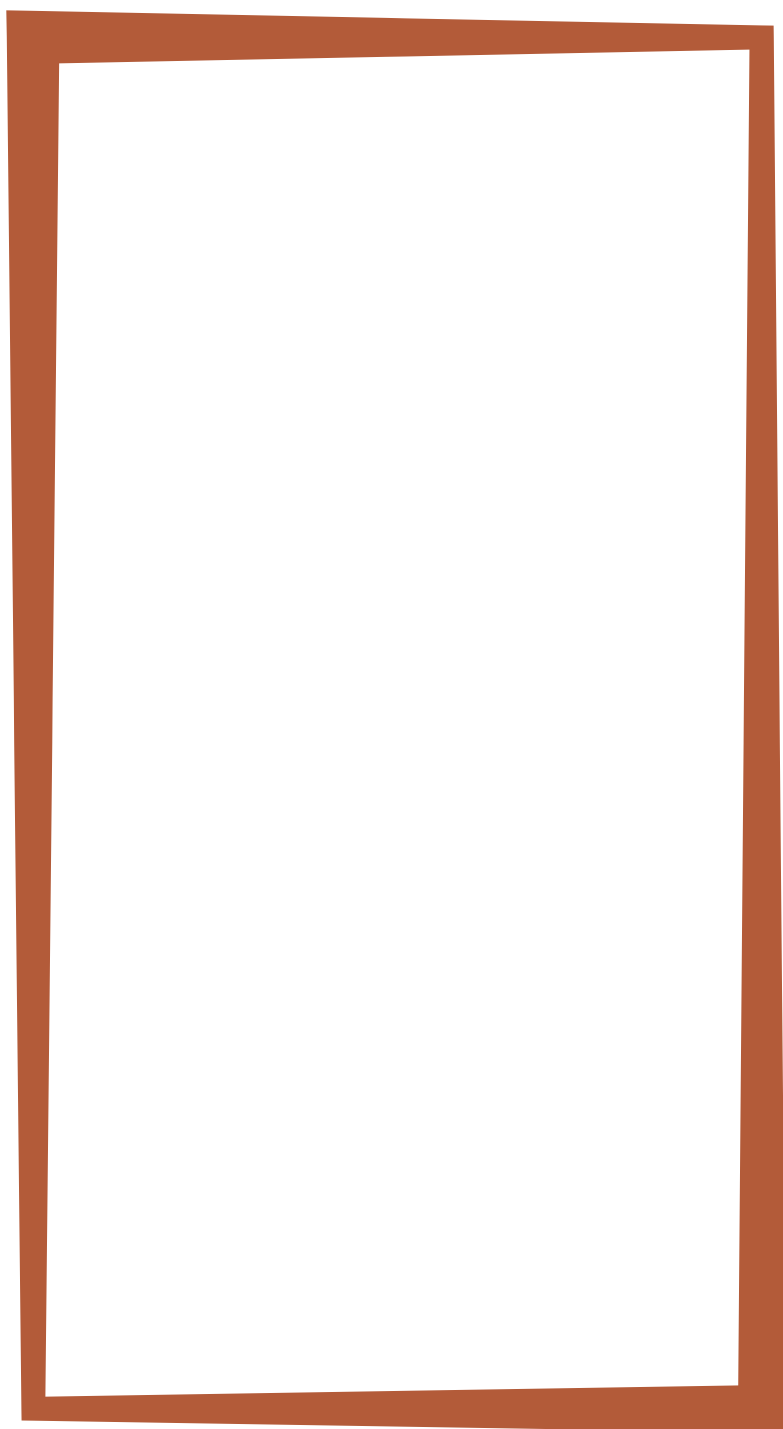
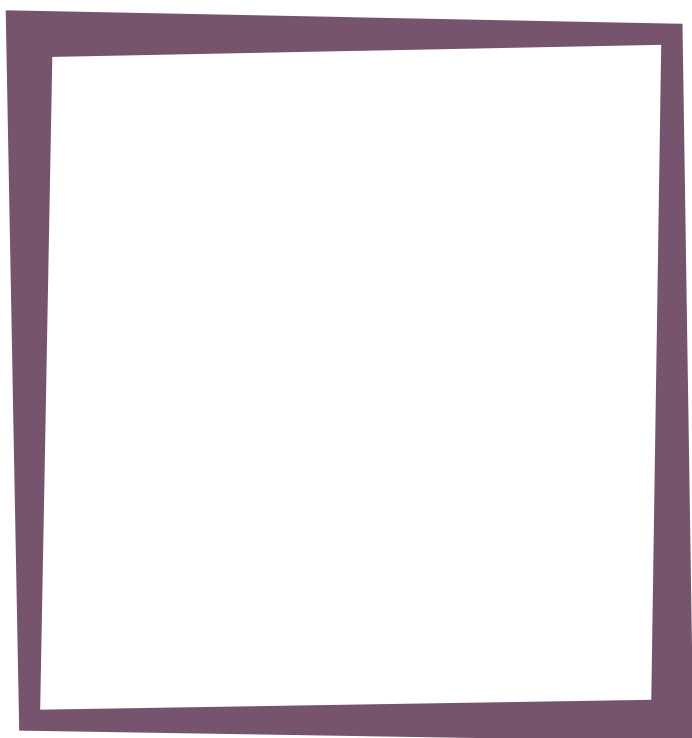
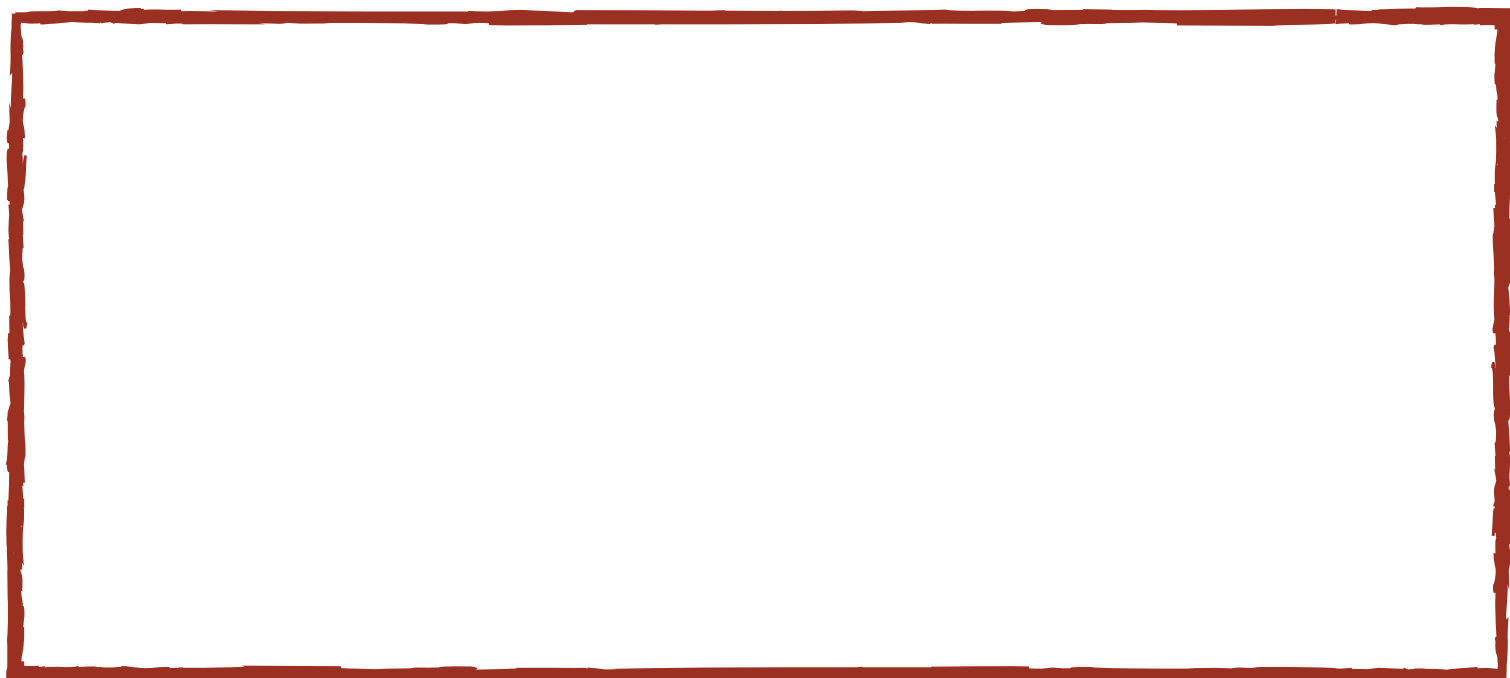
Operations, Human Resources & Technology



Stone 4

- 1) Where will you run your business from?
- 2) What equipment and/or stock do you need for your business?
- 3) What are the risks associated with running your business (for example as a sole operator, if you get unwell)?
- 4) What staff will you need for the business (casual, freelancer, part-time, permanent)?
- 5) What will be your operating procedures?
- 6) What will be your recruitment and induction processes?
- 7) Create an email account for your business, for example, admin@jansart.com.au
- 8) What computer equipment will you need, for example tablet, laptop, printer?
- 9) How will you take electronic payments?
- 10) Will you have a separate mobile for the business?
- 11) What apps will you use in your business to increase efficiency?
- 12) What voice message and email signature will you have?







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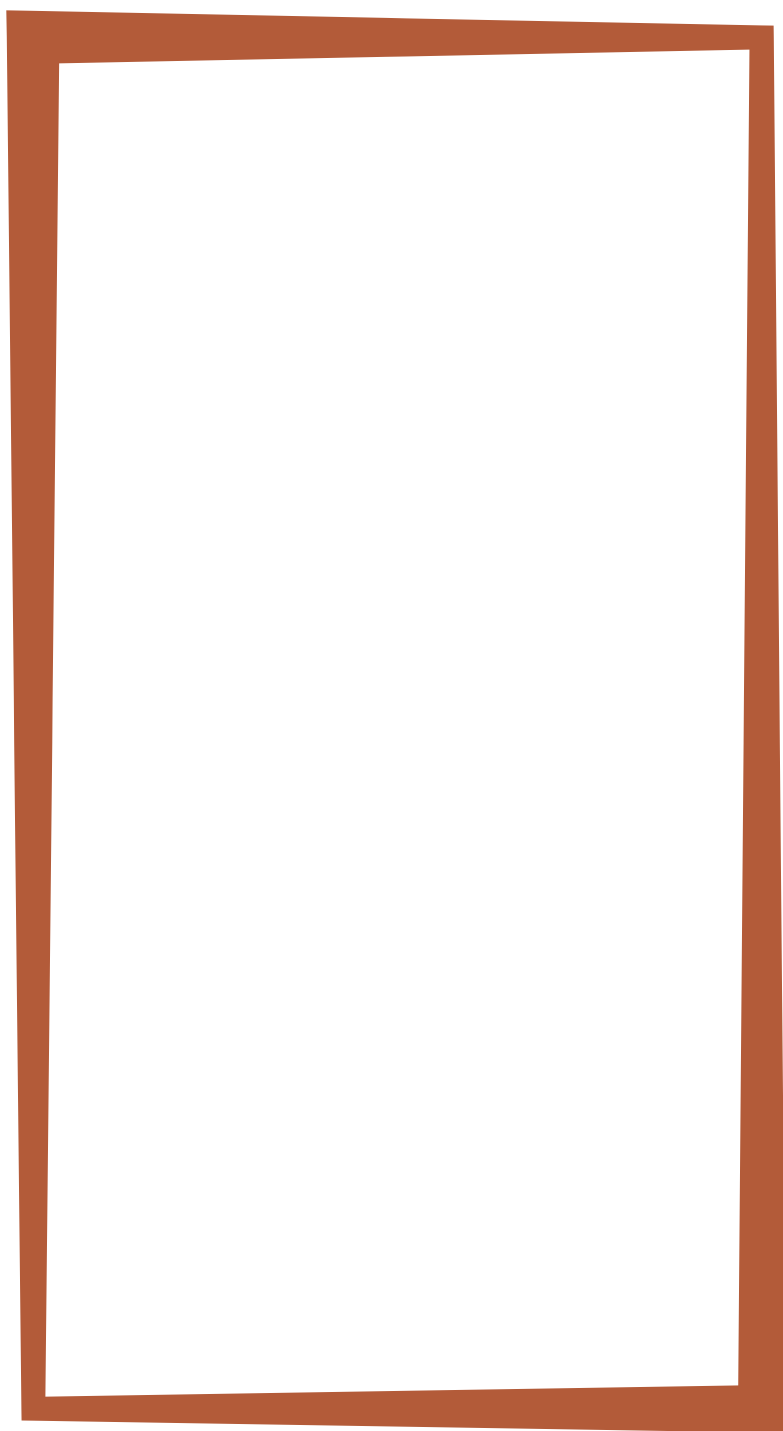
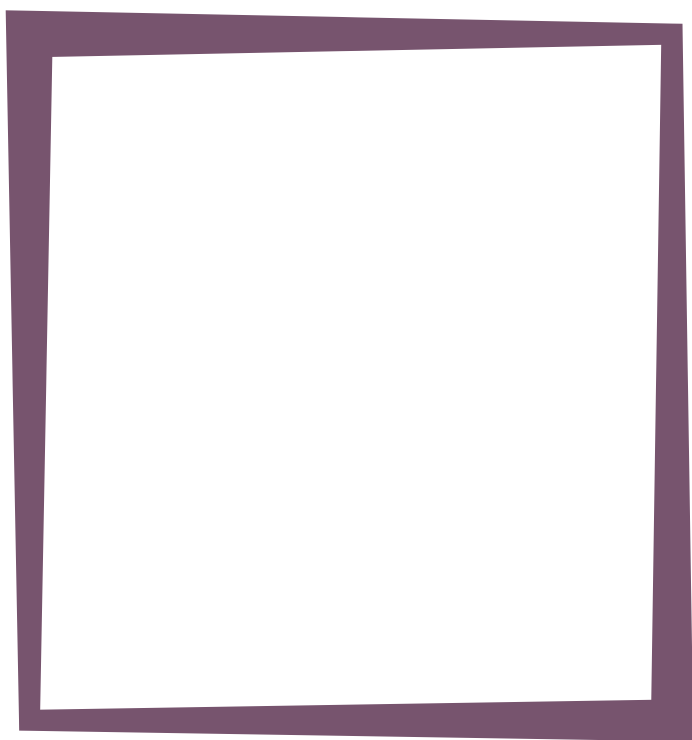
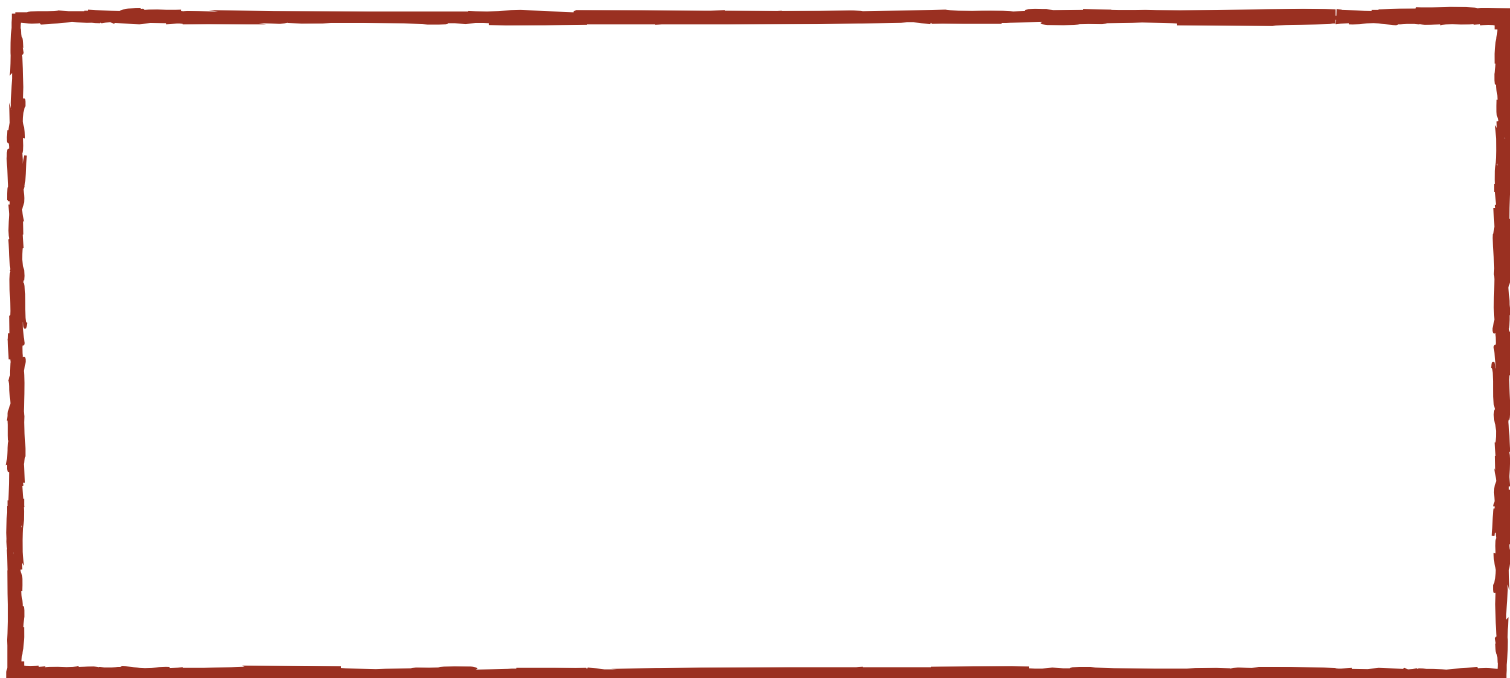
Finances



Stone 5

- 1) Set up business bank accounts – one for everyday transactions and one to put aside money for your tax obligations
- 2) What will be your recordkeeping processes?
- 3) What accounting software will you use? For example, Quickbooks Online, Xero
- 4) Consider the use of an Accountant/Bookkeeper to assist you with your business money smarts
- 5) What financial documents will you need? For example, invoice, receipt, quote etc)
- 6) What will be your terms and conditions of payment? Will you charge a deposit? Will you offer payment plans or payment platforms like Afterpay?
- 7) Consider your tax obligations, such as registered for GST
- 8) What financial processes and procedures will you have? For example, what will be your procedure if a client does not pay their invoice on time?
- 9) What are your projected expenses and sales for the business?
- 10) How do you currently manage your personal finances and how will this impact how you will manage your business finances?







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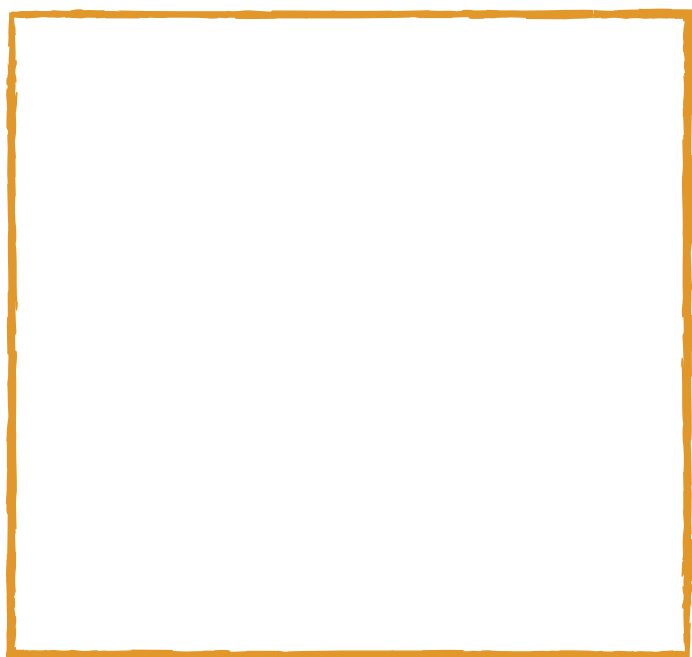
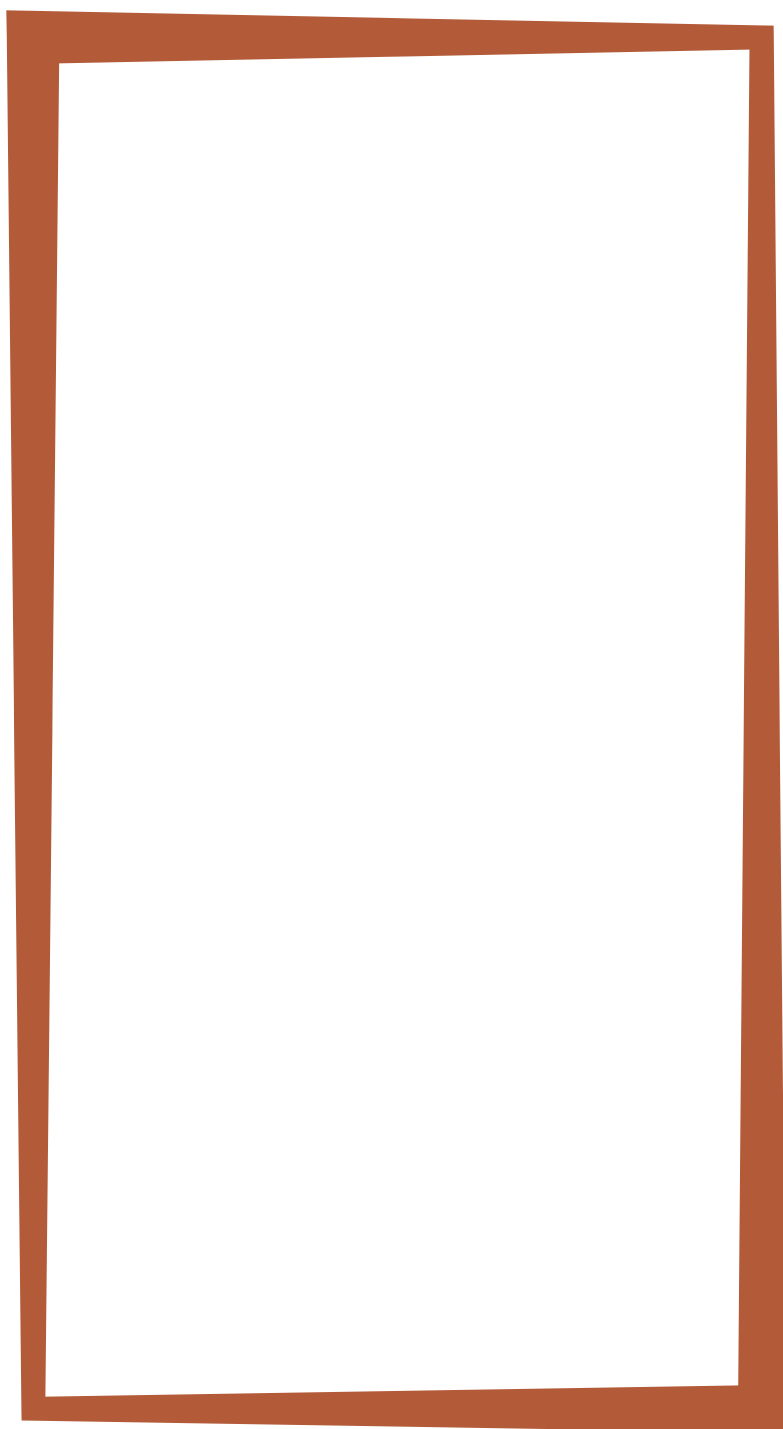
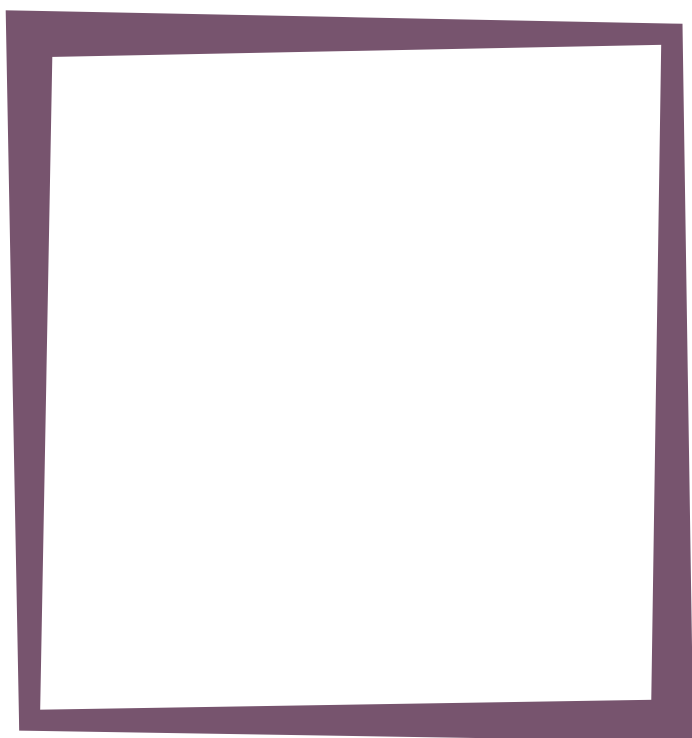
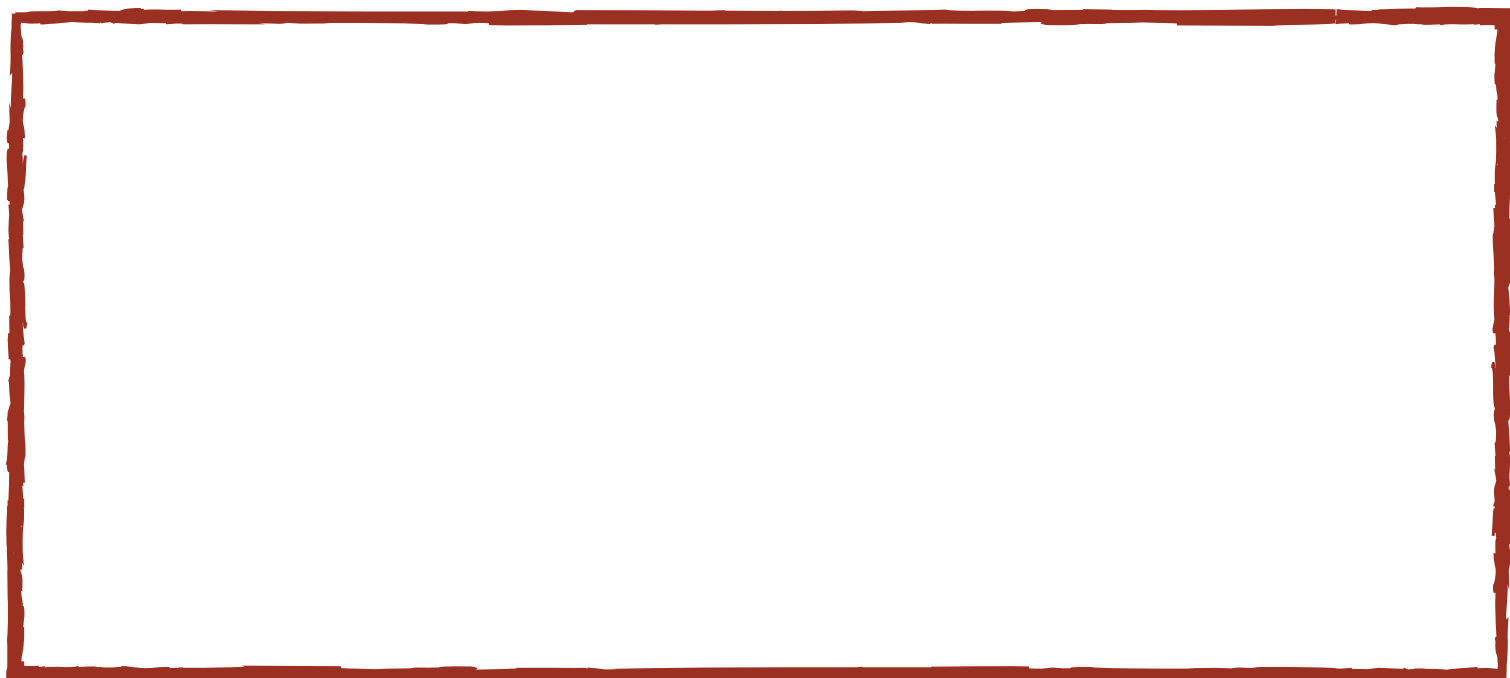
You (the Business owner) and your Purpose



Stone 6

- 1) Who will you have as the 'Cheering Squad' for your business?
- 2) What coaching/mentoring will you participate in?
- 3) What networking opportunities align with your business?
- 4) What computer skills do you have and what computer skills do you need to learn?
- 5) What professional development/learning do you need to do?
- 6) What does self-care look like for you?
- 7) What are the VALUES you want your business to demonstrate – for example integrity, reliability, punctuality?
- 8) What are your HEART reasons for doing your business – for example, role model to my family, to use the talents God has given me, to have financial freedom?
- 9) What is the GIVE BACK you want your business to demonstrate – for example, 5% of all sales donated to a local Aboriginal Youth event?







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