




business
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business steps

A practical guidebook for small businesses



New Zealand Trade and Enterprise (NZTE)

New Zealand Trade and Enterprise is the New Zealand Government's national economic development agency.

NZTE offers a wide range of services and programmes applicable throughout the lifecycle of firms from start-ups to established groups of exporters.

Specifically we offer advice, training, mentoring, funding and business and market development assistance.

As part of its business capability building programme NZTE supports the biz service to offer New Zealand companies information and business advice.

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- + Freephone **0800 42 49 46**
- + Access information through the biz website **www.biz.org.nz**

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BEFORE YOU START YOUR BUSINESS...

There is a minimum set of practical requirements. These few, very basic items and processes will make life a lot easier for you. The purpose of this booklet is to make you aware of these basic items and to give you an idea of their use within a business.

This booklet does not attempt to cover in detail important topics such as Business Plans, Market Research, Costing and Pricing, Marketing, Financial planning, Tax obligations, etc.

Different businesses have different needs. These suggestions on basic details are of a general nature so they may not all apply to your business or how you choose to run it. But they are the building blocks to running your own small business.

A bank account for your money

You are in business to make money that will flow both into and out of your business.

You will need an easy way to track it and keep it safe. The best way to do this is to open a business cheque account. If you already have a personal bank account with a bank, ask the bank to open a separate business trading account. This business cheque account will allow you to keep your business transactions separate from your personal affairs and will make things a lot easier for you to manage than trying to run your business using your personal bank account.

Most banks will require a deposit of \$500 to open a cheque account. They will also require some ID and are likely to do a credit check on you before they open the account.

Business structure

Small businesses generally employ one of three business structures in New Zealand.

Sole Trader:

A sole trader operates the business on his or her own. He or she:

- controls, manages and owns the business
- is personally entitled to all profits
- is personally liable for all business taxes and debts.

Usually a sole trader can begin the business without following any formal or legal processes to establish it. He or she may employ other people to help run the business. Large numbers of businesses operate as sole traders. No registration is required to start a business as a sole trader.

Partnership:

In a partnership, two or more people run a business together. Each partner:

- shares responsibility for running the business

- shares in any profit or loss equally, unless the partnership agreement states otherwise
- is liable for any debt within the partnership.

Many partnerships are established with a formal partnership agreement.

The partnership itself does not pay income tax. Instead it distributes the partnership income to the partners. The partners then pay tax on their own share. No registration is required to start a business as a partnership.

Limited Liability Company:

A company exists as a formal and legal entity in its own right. It is separate from its shareholder(s) (or owner(s): the person or group of people who own shares in the company).

To register (incorporate) a company under the Companies Act, you need to reserve the name and incorporate the company. You can do this online at www.companies.govt.nz

The Registered Company:

- owns the assets and liabilities of the business
- is responsible for any debts.

The shareholders' liability for losses is limited to their share of ownership of the company, **except when Company directors have given personal guarantees for company debts or where a company has been trading while insolvent or is considered to be trading recklessly.**

Discuss an appropriate structure for your business with your accountant and your lawyer.

Choosing a suitable trading name

A bank can only deposit cheques into an account whose name matches that on the payee section of a cheque. Therefore, if you have called yourself Special Enterprises and you only have a cheque account in your own name, (for instance, Kim Smith) you can only bank cheques that are made out to Kim Smith into that account. Any cheques made out to Special Enterprises cannot be banked

into Kim Smith's account, even if Kim Smith owns Special Enterprises!

The solution is to call the account Kim Smith *trading* as Special Enterprises.

In this case cheques made out to Kim Smith or Special Enterprises can be deposited into this account since the account has those names on it.

If you have registered a company name for your business then you can simply open an account in the name of your company, for example Special Enterprises Ltd. Note that in this case the bank will want details of the company's directors and will need to see the company's Incorporation Certificate.

TIP Ring the bank beforehand to find out exactly what documentation they will need.

Check for name conflicts

It is important to check that the name of your business is not already in use. In the case of a company this is quite straightforward since you will not be able to register a company name that conflicts with one already registered. But if you wish to operate as a sole trader, there is no central register. However, you should check on the Companies Office website www.companies.govt.nz to ensure there is not a similar name to the one you wish to use already registered as a company. You can also check the Yellow Pages (www.yellowpages.co.nz) and the UBD (www.ubd.co.nz) directories online. You can check on the Intellectual Property Office's website (www.iponz.govt.nz) for a possible trademark or brand name clash.

The point is that you don't want to invest in building up recognition of your trading name in the marketplace only to find that you have to change it later because it is confusingly similar to the name of some other business. To secure your

trading name you can register your trademark or brand, or form a company (steer clear of any similar sounding names of companies in your industry).

When do I open the bank account?

Open the account well before you start trading because you will incur expenses that relate to the business before you have any money coming in. These expenses may be large (purchasing plant or equipment), or as small as buying an invoice book.

Keep track (see the 'Sales and Invoices' spreadsheet in the Cashbook section) of these early expenses as you will be able to claim many of them as tax-deductible business expenses. If you register for GST you'll also be able to claim the GST content and on the larger ticket items you might need for your business – this could be substantial.

Loans and borrowing

Unless you have an asset like a house that banks will lend against, you will find it very difficult to borrow money to start your business. In some cases friends or family members may be able to help but otherwise you will need to save your own start-up capital.

It would be unrealistic to expect the banks to give you an overdraft facility until you have both established a trading pattern with them and you can point to an asset against which they can secure the overdraft facility.

In some cases family members (e.g. parents) may be able to offer a guarantee to the bank, using their property as security. However, make sure you **thoroughly research** the viability of your business before you put the assets of parents or friends at risk.

Look for ways to minimise your need for cash, such as doing all work on a cash-on-delivery basis initially and leasing or hiring essential equipment rather than buying it. In other cases you might be able to ask customers for deposits or progress payments to improve your cash flow.

Also see the **Useful Resources** section at the end of this booklet for possible sources of grants, development funds or venture capital.

Do I need a tax agent or accountant?

Inland Revenue prefers all business owners to have tax agents (generally an accountant) to process the business's tax affairs so it is important to contact an accountant as soon as possible and certainly well before the end of your first year's trading. Your accountant will agree on systems with you and will be able to give you important advice on ways to save tax and minimise issues with the Inland Revenue Department.

Accounting costs can be reduced if your affairs are arranged in an orderly manner, using the processes your accountant prefers and understands. If you have kept good records of all transactions (see the Cashbook section) then the accountant's job will be much easier and less costly!

TIP See an accountant in your first few months of business – leaving it too late can be a costly error!

Goods and Services Tax (GST)

These two free booklets from Inland Revenue will give you a good overview of GST:

- GST Guide to registration: Do you need to register? (IR 365)
- GST Registration (IR 360)

The booklets are downloadable from www.ird.govt.nz or obtainable from the nearest IRD office.

Should I register for GST?

Registering for GST is not compulsory until your annual sales reach or exceed \$40,000. However, as soon as you register, you can claim 12.5% GST on all your business expenses and purchases. Of course you will also be required to pay 12.5% GST on all your business income and capital sales.

If initially you have a lot of expenses and little profit, then registering early can be beneficial as you can then claim back 12.5%. However if you are fortunate enough to be making a great deal of profit with low expenses then delaying GST registration would be sensible.

GST periods

Smaller businesses have the option of registering for 1-month, 2-month or 6-month GST periods. Be cautious about registering for 6-monthly GST cycles as this can be a major administrative task and the accumulated GST bill for six months could be substantial.

TIP If you are GST registered, remember to include GST in all pricing and quoting. Make it clear whether your price or quote is GST inclusive or exclusive.

TIP An advantage of registering for GST is that it makes your business look more professional, especially if you intend to deal with other businesses. After all, you hardly want to advertise that you expect annual sales of less than \$40,000.

TIP In some instances (and providing your annual sales are under \$40,000) adding GST to your prices could make the prices uncompetitive. For example, if you make muffins, adding 12.5% to the sale price could make your muffins less competitive than muffins sold by competitors who are not GST registered.

Philippa Ivory started Eager Beaver Toys in 1998.

Through the biz portal www.biz.org.nz she discovered links to sites that provided straightforward answers to crucial questions. Today her simple but inspirational toys are sold through catalogues and in over 350 stores in twelve countries across the globe.



How do I work out GST?

The process is quite simple and many business owners complete the returns themselves after their accountant has helped them through the first couple of returns.

- 1 First, add up all your sales in the period and divide that amount by 9 to find the 12.5% GST component payable. (Note that GST is not payable on GST refunds, loan payments, exports or capital introduced into the business.)
- 2 Next, add up all your purchases and expenses in the period and divide that amount by 9 to find the GST amount you can claim back. (Note that GST does not apply to drawings, salaries and wages, bank charges or financial transactions.)
- 3 Finally, subtract the GST amount you can claim back from the GST payable. The difference is the actual GST you must pay (or, if the GST claimable amount is more than the GST payable, the GST refund you will get from the IRD).

TIP You can claim the GST upfront on the total cost for items that are purchased on Hire Purchase, but you cannot then claim GST on the individual HP payments (see the 'Purchases and expenses' spreadsheet, page 11).

TIP Using a Cashbook (see the later section) will make processing your GST very easy.

TIP Paying back lots of GST is generally a sign that your business is trading strongly.

Drawings and tax

Note: This example assumes that your total taxable income is less than \$38,000

The money you take out of your business for your own personal use is called drawings.

Every time you write a cheque for drawings or personal use you should put an amount equal to 25% or 1/4 of the drawings cheque into a tax savings account. The reason is that the more disciplined you can be about saving for your tax obligations, the fewer worries you will have in business.

Susan and Jon McDade decided it was time their small business Tall Poppy Books took on its first employee. Neither had experience as employers, so they phoned the free call 0800 number and visited biz.org.nz. "As new employers, we were keen to find out more about the requirements, and in just a few minutes we were a lot more confident about what it involves," said Jon. "We were able to build a very professional employment agreement and register as an employer online with the IRD."



TIP Your bank can set up this tax savings account attached to your trading cheque account.

TIP Drawings are not the same as a salary (which will have PAYE deducted from it) but paying yourself a regular salary and deducting PAYE from it instead of taking drawings from the business is another option.

Alternatively, add up each month's drawings and put 25% of that amount aside into your tax savings account. This means you will have roughly the right amount put aside to pay your tax bills as they come around after 18 months or so of trading and one less tax bill to worry about.

How much tax will I owe after my first year?

You can gauge this fairly well by doing the following calculation after each six months of trading:

1 Add all your GST payments together and subtract all your GST refunds for the period

e.g. Jan/Feb	\$44.00 GST Paid
March/April	324.00 GST Paid
May/June	(100.00) GST Refund
Net GST paid for this period	\$268.00

2 Multiply this figure by 9:

9 x \$268 =	\$2,412.00
(This is your taxable profit)	

3 Multiply this figure by 20%

\$2,412.00 x 20% =	\$482.00
(This is assuming a tax rate of 20% for earnings under \$38,000)	

Tax liability for this 6 month's trading is therefore \$482 and you should put this aside in savings or set up an automatic payment of \$80 per month to savings. This will mean that you have approximately enough put aside to pay your taxes when they fall due at the end of your first year's trading.

Note 1: If you are putting tax provisions aside as you take drawings from the business (see Drawings and tax) all you need to do is top up that savings figure to match the 6-monthly calculation above.

Note 2: This does not take into account the fact that tax is also payable on accumulated stock which the IRD sees as being taxable profits just like extra money accumulated in the bank. This means that if you are paying GST through the year and in the same year you have also increased your stock on hand from \$1,000 to \$4,000 in the course of a year, you will have to pay tax on the \$3,000 increase in stock (i.e., about \$600 at the basic tax rate).

BOOKKEEPING AND STATIONERY

When you first start up your business you can use a simple manual system based on a range of inexpensive, pre-printed books available from most stationers. These are designed to make life easier for you. Later on you may wish to automate some of your systems through accounting software.

Invoicing

You will need to invoice people for the work and/or the goods you supply and for this a handwritten invoice is quite adequate. Remember that the law requires you to keep all business records for 7 years, including every invoice you create. If you are GST registered you must show your GST number on the invoice.

An invoice book from the local stationery shop allows you to invoice customers for the work as it is done, and keep the duplicate copy. Both copies should have the required words 'Tax Invoice' and a unique serial number.

Receiving payment

It is good business practice to give a receipt to clients who pay you so that both you and your customer have a record of the payment.

A simple duplicate receipt book allows you to

issue acknowledgement of payment for the work and to keep a copy for your records.

Day-to-day operations

It is critical to keep track of your customer's requests, appointments, phone calls and messages and the easiest way to do that is by writing everything down in a large daily diary.

Vehicles

When starting out many small business operators use their own family vehicle. This means that it is important to keep track of the kilometres your vehicle travels for business as opposed to personal use.

The Inland Revenue Department will allow you to claim legitimate vehicle costs as tax deductible expenses, provided you can verify just how many business-related kilometres the vehicle has travelled.

A vehicle log book (obtainable from most stationers) is the best way to record your travel. To be able to claim part or all of the vehicle costs as expenses you must be able to show at least 3 months continuous and accurate records of the kilometres your vehicle has travelled. The three-

month period you choose to record must be a fair sample of your typical travel patterns.

If the vehicle is 100% business use you will not need a log book, but you will need to prove that you have two cars.

Managing paper

To start with, err on the side of keeping everything. As you gain more experience, you can be more selective about the records you keep.

Especially keep incoming packing slips, invoices, statements and receipts.

- 1 Packing slips** (if your suppliers use these, many do not). These should be kept together (filed alphabetically) on a month-by-month basis and reconciled (matched up) with each invoice as they arrive.
- 2 Suppliers' invoices.** These should be kept together (filed alphabetically with the packing slips) on a month-by-month basis and reconciled with suppliers' statements as they arrive.
- 3 Supplier statements.** These are a summary of the transactions you have had with a supplier in the month and you must match up the invoices with the statements to ensure that you are being billed correctly and that special items (like credits) appear correctly.
- 4 After paying the accounts.** File the invoices and receipts for cash sales together in that month's ring binder (see tips section).

Concertina folders

These are very useful for storing incoming invoices and packing slips in alphabetical order as they arrive.

Storing GST returns

Label four ring binders for each of your next four GST periods. In these, place the receipts and invoices/statements for each account as you pay them, filing them according to the GST period in which the payment was made.

After you have processed your GST return, keep your copy of the GST reconciliation form in the front of the ring binder for the period to which it applies. GST statements from IRD should also be kept with the invoices for the month(s) to which they apply.

TIP Many machines produce receipts/invoices (such as petrol station receipts) on very small pieces of paper. The best way to store these is to staple a number of them to a single larger sheet of paper which can then be kept in the appropriate ring binder. Transfer details from these slips to your cashbook each month.

TIP When you have filled all four ring binders, re-label the oldest one for the next GST period and remove and store its contents in a box file. Remember the IRD requires you to keep records for 7 years.

TIP Make sure all till slips and other invoices are legible and have a GST number on them.

Insurance is wise

If you have no insurance you will be personally liable for any damage you cause to someone else's property. Equally important is managing the risk of loss or damage to your own assets (such as tools or a vehicle) and also managing the risk of you becoming ill or disabled and unable to carry on your business activity.

Get advice on your insurance needs: The Yellow Pages lists many insurance brokers who can provide advice on this topic at no charge. If you have friends in business you could also ask them to recommend a broker.

Explaining your business and likely risks to an insurance broker will enable them to provide you with an itemised quotation for the different types of risks that you may face. Of course it may be that the only affordable option for you at the start is to have little or no insurance cover, but if that is your choice re-read the first two sentences at the start of this section!

TIP If you cannot afford insurance initially, plan to get your basic insurance needs covered as soon as possible.

TIP Remember to insure (and safeguard) your digital assets such as computer records and customer databases. These soon become worth far more than the computer they are stored on.

Cashbook

The purpose of a cashbook is to record in a clear and easy-to-follow process the month-by-month flow of money in and out of your account. From the cashbook you will be able to develop a budget for coming periods and it will make GST reconciliation easier.

Buy a simple cashbook and use this to record all your outgoing cheques and incoming banking. There are many ways to do this; one simple layout is shown on page 11.

The left hand page is where you record all your cheques, while the right hand page is where you record all your banking.

A more complex example of a cashbook is shown in the IRD's book *Smart Business* (IR320) which you can download from the IRD's website or order from the nearest IRD office. (The book also contains much useful and practical advice for people starting businesses.)

In either case one pair of pages is used for each month's transactions.

You will see that a few items (like bank charges, drawings and GST refunds) do not attract GST. The cashbook helps you separate these items from all the rest which do attract GST.

TIP Remember to include automatic payments in your monthly cashbook!

TIP It's much easier to update your cashbook daily or weekly than leave the task to the end of the month.

Purchases and expenses - December 2005

Date	Chq No	Description	CAPITAL Purchases	Expenses	GST Payments	NON-GST Payments	Drawings
3 Dec	1001	Ajax Computers: Laser Printer	\$399.00				
4 Dec	1002	Dick Smith: Fax/Answerphone	\$299.00				
4 Dec	1003	Rent		\$1,100.00			
5 Dec	1004	Bank fees				\$2.50	
7 Dec	1005	Hire Purchase payment*				\$250.00	
7 Dec	1006	Drawings					\$100.00
8 Dec	1007	Drawings					\$400.00
8 Dec	1008	GST Payment			\$235.00		
9 Dec	1009	Vodafone Mobile		\$66.00			
10 Dec	1010	BP Service Hutt Valley: Petrol		\$48.50			
12 Dec	AP	Transfer to savings				\$400.00	
Totals			\$698.00	\$1,214.50	\$235.00	\$652.50	\$500.00

To compute GST claimable, add together Capital Purchases and Expenses and divide by 9.	
Capital Purchases	\$698.00
Expenses	\$1,214.50
Total	\$1,912.50
GST claimable (divided by 9) =	\$212.50

Personal tax savings to put aside for the month is 25% of drawings taken = \$500 divided by 4 = \$125.00
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*See TIP on page 6.

Sales and invoices - December 2005

Date	Description	Sales	CAPITAL Introduced	GST Refunds
6 Dec	Banking Dec 6th	\$586.00		
8 Dec	Payment M Brown	\$669.00		
10 Dec	Funds introduced from Savings		\$1,000.00	
11 Dec	Banking Dec 11th	\$369.00		
11 Dec	GST Refund			\$56.00
22 Dec	Banking Dec 22	\$1,236.00		
Totals		\$2,860.00	\$1,000.00	\$56.00

To calculate GST payable divide sales by 9	
Total Sales	\$2,860.00
Divide sales by 9 =	\$317.78

Calculate GST Liability for the period by subtracting GST claimable from GST payable	
GST Payable	\$317.78
GST Claimable	\$212.50
GST to pay for period =	\$105.28

If number is negative then equals a refund

DOING IT A LITTLE BETTER

So far we have looked at the most basic structures for your business, but there are a few more items that you need to think about. The most useful, but most frequently neglected tool is the Business Plan.

TIP *Planning for Success: Helping you develop your own business plan* is available free from your local biz office, or you can download it from www.biz.org.nz

The purpose of a Business Plan is to outline the planned progress of your business in the next year. It typically includes a statement of where you are now (your **Current Position**); your **Strategy** for where you want to go (your **Goals**); how you will achieve those goals (your **Tactics**) and when you are going to achieve each step along the way (the **Timelines**).

The plan will help you decide on the feasibility of your idea and will provide a good tool to explain your ideas to other people (such as bank managers). There are many formats for Business Plans, but if you include the following sections in your Business Plan you will be on the right track:

- Executive Summary (do this bit last)
- General business information
- The product/service you are providing
- A Marketing Plan
- Management structure
- Financial information
- Implementation Schedule

Remember, businesses don't plan to fail, they fail to plan!

Cashflow forecast

This is a simple document in which you outline your anticipated income and expenses each month for the next year. In effect, you are trying to anticipate as accurately as possible what your future bank statements will look like.

The forecast will help you predict what income you will need each month to meet your expenses. You'll need to take note of the factors that might affect your income, such as Christmas spending, seasonal changes (perhaps your products sell better in summer than winter) or school holidays. These changes can often have a large impact on the level of business activity.

Items that are fixed or relatively predictable like rent or electricity are comparatively easy to estimate. Estimating your levels of income

and expenditure for variable items can be harder, but is an essential part of developing a useful cashflow forecast and your estimates will gain in accuracy with experience.

Once you have created a cashflow forecast, you will have also created a basic budget for the next year. It will show you how much you need to receive in sales each month to meet the basic costs of operating your business.

It will also alert you to months (such as the Christmas break) where cash might be very tight and you may need to make some special arrangements with the bank to pay your bills. If you can show your bank manager that you have predicted these shortfalls well in advance, the manager is likely to be more impressed with your business skills than if you arrive at the bank in the middle of a cashflow crisis.

Blank copies or templates for cashflow forecasts are available from most banks.

Costing and pricing

This is a critical part of every business as all businesses sell either units of labour or units of products (or in many cases a combination of both). You may already have an idea of the price you can sell your product or service for, based on 'what the market can stand' or 'what competitors are selling for'. However, **this is not good enough**. You must work out your own costs accurately to ensure that you remain profitable: too many businesses fail through poor pricing and costing.

Price = Your costs plus your profit

Your costs = Labour plus overheads plus material

Labour

Labour is the cost of the time you spend making your product or providing your service.

While you may in theory have 40 hours (or more) per week available for your business you must also allow for all the activities (for example, administration

time, statutory holidays, sickness, marketing time, etc.) that reduce those available hours.

Typically the available hours in a year (at 40 hours per week) will be around 1,500 hours (or less) once all the other activities are accounted for.

Let's assume that you require \$600 per week after tax (or \$31,200 per year) to live on and you have only 1,500 hours per year to generate that amount, then your labour cost will be \$31,200 divided by 1,500 which is \$20.80 per hour after tax. So your hourly rate before tax at .20c in the dollar would be **\$26.00**.

This is the rate you must allow for your time to cover **just** labour costs. To this you must add your business expenses.

Overheads

Your overheads are expenses incurred regardless of the amount of work done or volume of production.

Total your annual budgeted overheads (items like rental, power, phone, electricity, vehicle expenses etc.) and divide by the available productive hours.

Say your total overheads per year are \$16,000 then the cost per hour for the 1,500 hours available is \$16,000 divided by 1,500 or \$10.67 per hour.

So putting the labour and overhead costs together, your total hourly costs are \$10.67+\$26.00 = **\$36.67** per hour.

Materials or goods for re-sale

This is the cost of the items you buy to re-sell or to manufacture into something to re-sell.

TIP Negotiate very hard with your suppliers to reduce the cost of goods you will on-sell as a small percentage drop in cost can make a big improvement to your annual profitability!

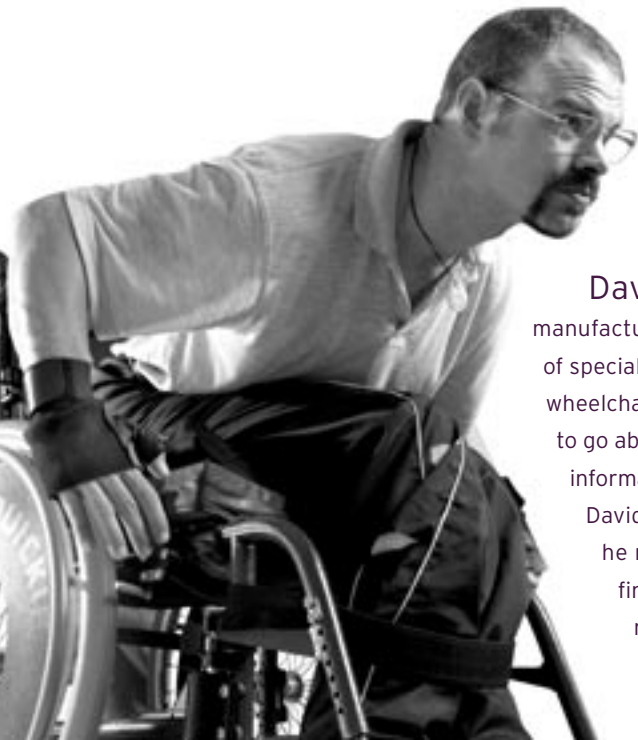
Selling price

Add to the cost of material the number of hours (or parts of an hour) you spend working on each item at **\$36.67** to arrive at your true cost of each item (or service) you are selling.

Then add the profit percentage you require to arrive at a properly costed selling price. Remember, it is the profit you make that allows you to grow your business.

Your accountant can help you through a costing exercise to make sure you're on the right track.

TIP If you are serious about starting your own small business, take the time to talk to the people at your local Economic Development Agency (www.edanz.org.nz) or the local biz Centre www.biz.org.nz or **0800 42 49 46**. The advice is free and the staff can ensure you have the correct information to help you on the road to a successful business experience.



David Cooper wanted to manufacture and market a range of specialist push mitts and gloves for wheelchair users but didn't know how to go about getting his hands on the right information. By contacting the biz service, David was guided to the information he required on how to manage his finances, prepare a business plan and manufacture and market his products.

TRAINING IS IMPORTANT

Finally, to succeed in business it is important to keep developing your business skills. Take advantage of the free workshops offered through New Zealand Trade and Enterprise's Enterprise Training scheme.

Useful resources

GENERAL BUSINESS

Books

A Passion for Life: Young New Zealanders Doing Business *Rebecca Wilson & Bronwyn Evans*. Shoal Press (2002).

Buying & Selling a Business *Keith McLroy*. Shoal Press (1999).

Entrepreneurs at Work: Successful New Zealand Business Stories *Alan Cameron & Claire Massey*. Pearson Education (2002).

The New Zealand Small Business Guide *Richard Higham & Sara Williams*. Penguin Books.

Websites

Business Portal www.biz.org.nz

Creative New Zealand www.creativenz.govt.nz

Franchise New Zealand www.franchise.co.nz

HomeBizBuzz www.homebizbuss.co.nz

New Zealand Companies Office
www.companies.govt.nz

New Zealand Government E-Commerce
www.ecommerce.govt.nz

New Zealand Trade and Enterprise (NZTE)
www.nzte.govt.nz

Useful search engine for all NZ topics
www.searchnz.co.nz

FUNDS, GRANTS, TRAINING AND ASSISTANCE

Websites

Business in the Community www.businessmentor.org.nz

Economic Development Agencies www.edanz.org.nz

Enterprise Development Grants www.nzte.govt.nz

Enterprise Training www.biz.org.nz

Escalator (capital raising) www.escalator.co.nz

Open Polytechnic of New Zealand www.topnz.ac.nz

Pacific Business Trust www.pacificbusiness.co.nz

Poutama Trust www.poutama.co.nz

IMPORTING AND EXPORTING

Books

(New Zealand) Exporter & Importer Handbook *Only available through Profile Publishing – 09 630 8940*

Websites

Exporter Education www.exported.co.nz

Export information www.marketnewzealand.com

Importer's Institute www.importers.org.nz

New Zealand Customs Service www.customs.govt.nz

INVENTIONS AND INNOVATIONS

Books

Inventors' Guide to Success *James & Wells. Print House (2000).*

MAKE IT BIG: How to make money from your million dollar idea *Alicia Beverley. Allen & Unwin.*

Websites

National Innovation Centre
www.innovationcentre.co.nz

LEGAL, TAX AND COMPLIANCE TOPICS

Books

Slash your compliance costs *Peter Sibbald. Reed Publishing (2004).*

Slash your tax costs *Peter Sibbald. Reed Publishing (2004).*

Smart Business (IR320) *IRD*

Tax in New Zealand *Martin Hawes (Revised 2004).*

Websites

ACC www.acc.co.nz

biz www.biz.org.nz

Brand and intellectual property protection
www.iponz.govt.nz

Companies Office www.companies.govt.nz

Employment Relations Services www.ers.dol.govt.nz

HowTo Law (self help legal site) www.howtolaw.co.nz

Inland Revenue Department www.ird.govt.nz

Occupational Safety and Health www.osh.dol.govt.nz

Work and Income New Zealand
www.workandincome.govt.nz

MANAGING YOUR BUSINESS

Books

Accounting for Small Business: A New Zealand Handbook *Sari Hodgson. Tandem Press (2000).*

Foundations for Growth: A New Zealand guide to business improvement *NZTE (2004).*

Improving Small & Medium Business Performance: Beating the odds A Practical Guide for Small Business, *Stuart M Locke. Waikato Print (1999).*

Planning for Success: Helping you develop your own Business Plan *NZTE (2005).*

Small Business Survival Tactics *Glen Senior & Ian McBride. Enterprise Publications (2000).*

Where's the money? Smart money skills for New Zealand businesses *Craig Rust. Enterprise Publications (2005).*

Websites

The Small Business Company www.tsbc.co.nz

MARKETING YOUR BUSINESS

Books

Marketing for Success *Glen Senior & Ian McBride. Enterprise Publications (2005).*

The 7 Key Principles of Successful Small Business Marketing *Roger Brooksbank. The Dunmore Press (1999).*

Websites

Market Research New Zealand www.mrsnz.org.nz

Market research (Statistics New Zealand)
www.stats.govt.nz

The Small Business Company www.tsbc.co.nz

TOURISM

Book

Getting Started in Tourism *Free booklet from Tourism New Zealand* www.tourisminfo.govt.nz


Websites

Tourism Industry Association www.tianz.org.nz

Tourism Research Council www.trcnz.govt.nz

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