



ICB
ACCREDITED BUSINESS
QUALIFICATIONS

Checklist

FOR STARTING A BUSINESS

- ☐ **Get yourself educated**
Ensure you are qualified and have the skills needed to offer a valuable service.
- ☐ **Develop a business plan**
Do research into your ideal customer, competitors, and your special niche.
- ☐ **Consider your resources**
What equipment and personal characteristics or skills do you still need?
- ☐ **Take note of your connections**
You may be able to get business from connections or refer clients if needed.
- ☐ **Highlight what makes your business unique**
To be different will give you a competitive advantage in the market.
- ☐ **Write down your goals and targets**
Include these in your initial business plan and edit them as you go along.
- ☐ **Give your business a name**
Choose something memorable and relevant to your service.
- ☐ **Research whether you need to register your business**
Registering your business with SARS or CIPS is required for certain business types.
- ☐ **Determine a budget**
Make a list of the minimum costs associated with starting your business.
- ☐ **Keep business and personal finances separate**
Have a separate bank account to help you better manage finances.
- ☐ **Create a marketing plan**
Consider online and offline marketing opportunities and offer a free consultation.
- ☐ **Determine your rates or charges**
How much you can charge depends on the area and the level of work you do.
- ☐ **Stay informed and in touch**
Becoming a member of a professional body allows for networking and training.
- ☐ **Be faithful, honest and reliable**
The management of your business will determine its success.