



STARTING A BUSINESS:

Choosing technology to support your business

Whether you're setting up an online shop or a professional services company, it's likely you'll tap into technology to support your business. Here are a few things to look at.

What sort of support do you need?

There are many different types of software and business support technology, which can help in the following areas:

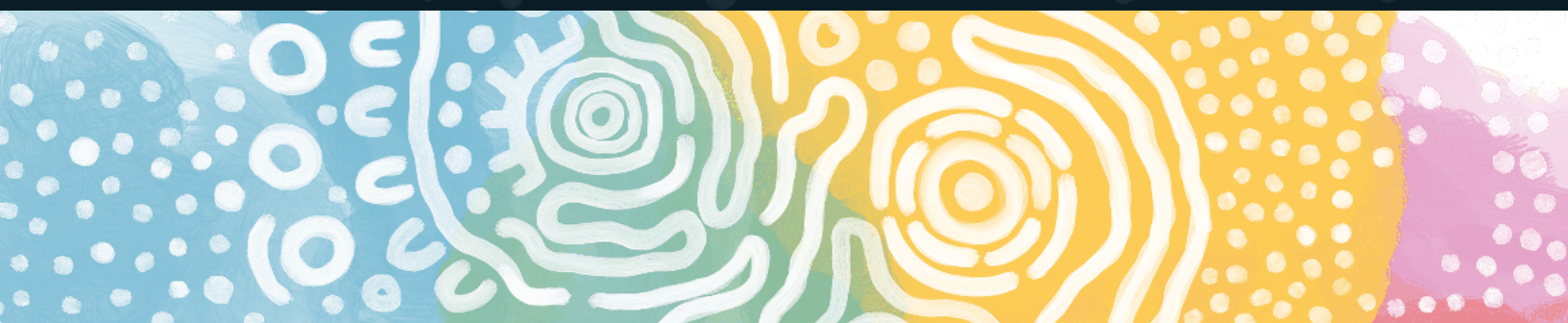
- Bookkeeping
- Communications
- Cyber or digital security
- Customer relationship management
- General administration
- Marketing
- Payment transactions
- Payroll
- Project management
- Sales
- Tax management
- Time tracking
- Website building and administration

Most businesses won't need all of the above services and some businesses won't need any. It's important to tailor technology to your own business needs.

Working out what to choose

Some questions you may wish to ask include:

- Which processes will the business need support with?
- How will the software or technology help the business?
- How much does the software or technology cost?
- Has it been budgeted for?
- Does the provider have a good reputation?
- Where can I find more information or support?





Accepting payments

If your business is selling goods or services, you'll need to find a way to accept payments from customers or clients. Generally, it will include a mix of the following:

- Cash
- Credit card or debit card (e.g. Visa, Mastercard)
- EFTPOS (e.g. from a savings or cheque account)
- Mobile payment (e.g. ApplePay, GooglePay)
- PayPal or other online payments
- Gift cards or vouchers.



What to consider with payments

- **Fees** – Sometimes vendors charge fees to use a certain technology, which are either absorbed by the business or passed onto the customer.
- **What customers want** – If you make it easy for customers to pay, they may buy from you more frequently.
- **Reliability** – If you're in a regional and remote area with poor connectivity, it's especially important to make sure the payment technology you use is reliable and doesn't have frequent outages.
- **Security** – Scammers can use online payment systems to steal money from businesses. It's important to make sure payments are protected, for your sake and your customers'.

Other resources

- **Payments and invoicing** – Available at business.gov.au/finance
- **Business toolkit for Indigenous women** – Available at dss.gov.au/our-responsibilities/women/publications-articles/economic-independence/business-toolkit-for-indigenous-women-publication
- **Tips for Indigenous business** – Available at <https://www.niaa.gov.au/resource-centre/indigenous-affairs/tips-indigenous-business>
- **TomorrowMoney women's hub** – Available at tomorrowmoney.co/women

