



# 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:

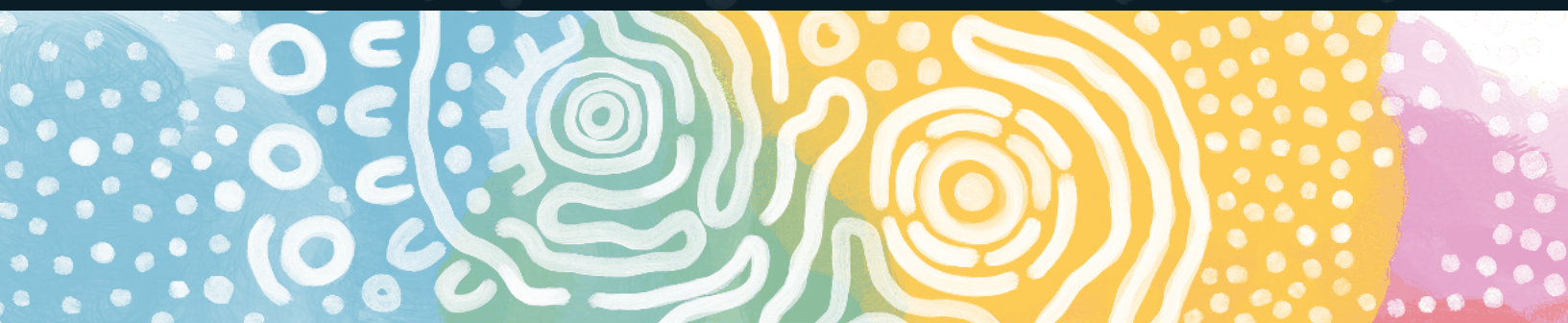
- Bookkeeping
- Communications
- Cyber or digital security
- Customer relationship management
- General administration
- Marketing
- Payment transactions
- Payroll
- Project management
- Sales
- Tax management
- Time tracking
- Website building and administration

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](https://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](https://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](https://tomorrowmoney.co/women)

