

You want to buy an existing business? There are some tips you should consider to ensure you are set up for success. When you think you are ready, we recommend you first speak to an adviser/legal professional to seek advice for you and your circumstances.

Understand the business

- Understand the performance of the business
- Collect 3 years of financial statements, analyse the trends:
 - Balance sheets, profit and loss statements, business tax returns
- Check social media for customer sentiment
- Are there any customer testimonials?
- What is included in the sale price
- What stock is available
- Understand the current credit terms
- How is the industry performing
- You should have a lawyer/accountant look over the business information
- What licenses or permits are needed to operate?
- Are there any restrictions with staffing, selling, pricing, supply?
- Is there a lease involved for the premises?
- Who owns the fitouts and are there any other inclusions

Buying a franchise?

- Can you work for a short period in the business prior to committing to get a feel for it
- Collect the projected sales and profits on the franchise and the method of calculation
- What fees are required to be paid?
 - Current and ongoing fees
 - What do you get for your fees
 - What advertising do you receive
- What is included with the business?
 - Shop fit out
 - Equipment
 - Training
 - Transfer fees for selling
 - How are royalties determined
- Speak to other franchisees to find out about the business?
- Ensure there are no current or potential litigation
- Ensure the franchise complies with the Franchising Code of Conduct
- Obtain a credit reference check on the franchisor
- [Visit the Franchise Council of Australia](#)
- [Visit the Australian Competition and Consumer Commission](#)

Tools & Templates

Bendigo Bank provides some other tools to assist you in buying a business including Business Plan template and Profit & Loss Forecast template.

Get connected

Connect with other like minded people

- Join a local business chamber
- Join a local government business centre
- You might need some advice from an accountant or lawyer on business structure/staff etc



Marketing

For an established business, most of this will be ready to go.

Make sure you have access to:

- The logo and other marketing material
- Business email address
- Connect to cloud based productivity suites
- Business website
- Establish a social media presence
- Create a digital marketing plan

Banking needs

- Understand what products and solutions you may need.
- A business transaction/savings account
- Business credit card
- Business overdraft
- Taking payments
- Internet payment system
- Equipment finance
- Business Loan

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