VENTURES (PTY) LTD | Trading as PS23

NEW BUSINESS
CHECKLIST
2026 Edition

Everything your business needs before you open your doors — professionally and confidently.

1 Business Registration (CIPC)
Register your business name officially. Sole proprietor, CC, or (Pty) Ltd.

2 Professional Logo & Brand Identity
Your logo, colours, and fonts — the face of your business.

3 Business Bank Account
Keep personal and business finances completely separate from Day 1.

4 Tax Registration (SARS)
Register as a taxpayer and get your income tax number sorted early.

5 Professional Email Address
yourname@yourbusiness.co.za — not a Gmail. Credibility matters.

6 Website or Landing Page
Your digital home. Even a simple 1-pager builds trust instantly.

7 Social Media Presence
Facebook Page and Instagram Profile — set up properly, not just created.

8 WhatsApp Business Profile
Separate from personal WhatsApp. Includes business hours and auto-replies.

9 Business Profile Document
A professional 1–2 page overview of who you are and what you offer.

10 Basic Stationery
Business cards, letterhead, and email signature — for a consistent look.

11 Clear Pricing & Service Offering
Know your rates. Know your packages. Be ready when someone asks.

12 A Strategy for Getting First Clients
Who are you targeting? How will you reach them? Have a simple plan.

PS23 can handle items 1, 2, 5, 6, 7, 8, 9, 10 and 12 for you — in 30 days or less.

Ask about the PS23 Business Launch Package — starting from R 9,500 to get everything done right.

© 2026 PS23 Ventures (Pty) Ltd | For recipient use only