

Case Study: Gaps in Startup Guidance for a Cleaning Business

Background

A client approached me today the 03rd of September 2025' after experiencing difficulties in the early stages of starting their cleaning business in Sydney. Initially, they sought help from the Concierge team, expecting to receive structured advice on business registration and setup.

The Situation

- The client was advised to register a business name and ended up paying **AUD 192.50** to an online company.
- Additionally, they were charged **AUD 77** for a domain name.
- However, no framework, guidance, or support was provided on how to use the domain, build a website, or strategically establish the business.

The Problem

The client's early experience created unnecessary costs and left them with little direction:

- Instead of paying the standard AUD 45 for 1 year or AUD 104 for 3 years via ASIC at business.gov.au, the client overpaid significantly for the same registration service.
- For the domain, they were charged AUD 77 for 1 year, without advice that a 3-year registration could have been secured at a more cost-effective rate.
- The client was left with a registered business name and a domain but no plan for website development, branding, or business operations.

My Intervention

When the client found me through Business Connect, I provided independent, tailored guidance, including:

- Directing the client to business.gov.au for future business name registrations, where the correct cost is AUD 45 for 1 year or AUD 104 for 3 years, avoiding unnecessary third-party fees.
- Explaining how to select a domain name strategically for branding and advising that it can be secured more cost-effectively over a 3-year period, instead of paying a higher rate for just 1 year.
- Outlining the next steps in starting their business: compliance requirements, pricing structure, target markets (domestic, end-of-lease, post-construction cleaning), and cost-effective marketing strategies.
- Providing advice on how to allocate startup funds wisely, ensuring they invest only in tools and services that will help the business grow, rather than incurring unnecessary expenses.

Outcome

The client left with:

- Clarity about the true cost of business registration and how to manage it through the official government channels.
- Practical guidance on domain management and website planning.
- A structured roadmap to start, adopt, grow, and run their business effectively.
- Renewed confidence in Business Connect as a trusted source of independent, practical, and cost-effective advice.

Key Learning

This case highlights the gap between Concierge advice and independent Business Connect advisory support.

- Concierge advice led to avoidable expenses and no operational framework.
- Business Connect advisory provided cost-effective solutions, strategic direction, and a sustainable path forward.

It also demonstrates the **value of Business Connect advisors** in helping small businesses not only get started but also adopt the right tools, grow sustainably, and run confidently.