



MOORE

DOING BUSINESS IN AUSTRALIA & BEYOND – PLANRADAR

CASE STUDY

SETTING THE SCENE

PlanRadar is a business-to-business (B2B) software company headquartered in Vienna, Austria. Thousands of customers all over the world manage documentation, communication, task and defect management through the PlanRadar app. PlanRadar is recognised as an award-winning product for the construction and real estate industry.

In 2021, the founders were expanding PlanRadar internationally, and Moore Australia had the opportunity to pitch and the pleasure to win the local work in Australia.

THE MOORE DIFFERENTIATION –

WHOLISTIC AUSTRALIA ONBOARDING AND EXPANSION INTO APAC

Moore Australia provides a unique service tailored to international businesses entering the Australian market. Our uniqueness comes from fact that we specialise in the mid-market. While we have extensive experience with cross-border transactions and expertise in complex international tax areas, we are also able to provide commercial and cost-effective solutions for international corporations entering the Australian market. Being in a pivotal location in Asia Pacific, our Moore Australia's Asia Desk team serves as a natural hub for businesses expanding into the APAC region and vice versa.

In this instance, following our successful engagement on this client's Australian expansion, the client was impressed with our service and asked us to introduce other firms in the Moore Global network, including Moore SG, Moore UAE, Moore Brazil and Moore Germany

SERVICES PROVIDED

- Establishment of Australian subsidiary
- Resident Director & opening of bank account
- Assistance in sourcing legal advice for workplace contracts & procuring office space
- Ongoing accounting, payroll, Virtual CFO, Tax & ASIC compliance

RESULT

The client has well established their business in Australia and rapidly expanded their global presence to 75 countries with 150,000 app users. Our client is not only supported by a strategic partner to help grow their business, but also enjoying the reward of building a business loved by the industry world-wide.

If you would like to take your business on a journey like this, please contact your local Moore Australia contact. <https://www.moore-australia.com.au/services/asia-desk>

案例分享

在澳大利亚及更广地区开展业务 —— PLANRADAR 公司

背景

PlanRadar 是一家企业对企业（B2B）软件公司，总部设在奥地利维也纳。该公司的应用程序被全球数千名用户用来管理文档、通讯、任务及缺陷。PlanRadar 因其在建筑和房地产行业的卓越表现而获奖。

2021年，随着公司创始人推动PlanRadar的国际化，Moore Australia 抓住了机会，并很荣幸地赢得了在澳大利亚的业务。

MOORE 的差异化优势 ——

全面接轨澳大利亚并扩张到亚太地区

Moore Australia 为进入澳大利亚市场的国际企业提供量身定制的独特服务。我们的专长在于服务中端市场，不仅在跨境交易和复杂的国际税务领域拥有广泛经验，也能为国际公司进入澳大利亚市场提供商业化及成本效益的解决方案。我们的Moore Australia亚洲团队处于亚太地区的关键位置，自然成为企业扩展至亚太区及其反向扩展的枢纽。

在此次成功参与客户在澳大利亚扩展业务后，客户对我们的服务印象深刻，并请求我们向其介绍Moore Global网络中的其他公司，包括Moore SG、Moore UAE、Moore Brazil 和 Moore Germany。

提供的服务

- 成立澳大利亚子公司
- 提供居民董事及开设银行账户
- 协助寻找劳动合同法律咨询及办公空间
- 提供持续的会计、工资核算、虚拟CFO、税务及ASIC合规服务

成果

客户在澳大利亚成功建立了业务，并迅速将其全球业务扩展到75个国家，应用用户达到150,000余名。我们的客户不仅获得了一个战略合作伙伴的支持，帮助他们增长业务，还享受到了在全球行业中受欢迎的企业所带来的回报。

如果您希望像这样推动您的业务，请联系您当地的Moore Australia联系人。Moore Australia亚洲业务服务。



MOORE

CONTACT US

www.moore-australia.com.au/asia-desk

Moore Australia is part of a global network of firms, providing auditing and financial reporting services, advising local, national and international clients in the public and private sectors. Moore Australia generates annual revenues in excess of \$80m.

Moore Australia has extensive experience in state and local government, biotechnology, energy mining and renewables, health and aged care, education, manufacturing, not for profit, property and construction, retail and tourism and hospitality and has a strong presence in the following service lines: Asia Desk, Audit & Assurance, Business Advisory, Taxation, Corporate Finance, Governance and Risk Advisory.

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