

Tax Strategies Used by Multimillion Dollar Ecommerce Businesses:

How to Keep More of Your Ecommerce Profits, Legally!



nw.
Group

nw. **nw.**
Accounting Law

nw. **nw.**
Financial Planning Insurance

nw.
Digital Marketing

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New Wave Group
Ecommerce Specialist
Business Owner

500+ Ecom
Clients

\$40m+
Annual
Revenue



**How We Saved an Ecom Client
Over \$900,000 in Tax & Grants...
and Slept Like a Baby**

The Client

- Industry: eCommerce – Fashion (Sporting Goods Niche) – Own trademarked brand
- Platform: Shopify
- Markets: Australia, UK, and US
- Trading History: 2 years
- Annual Revenue: Circa \$5 million
- Profit: Circa \$1.2 million
- Structure: Sole Trader



The Breakdown – Immediate Impact

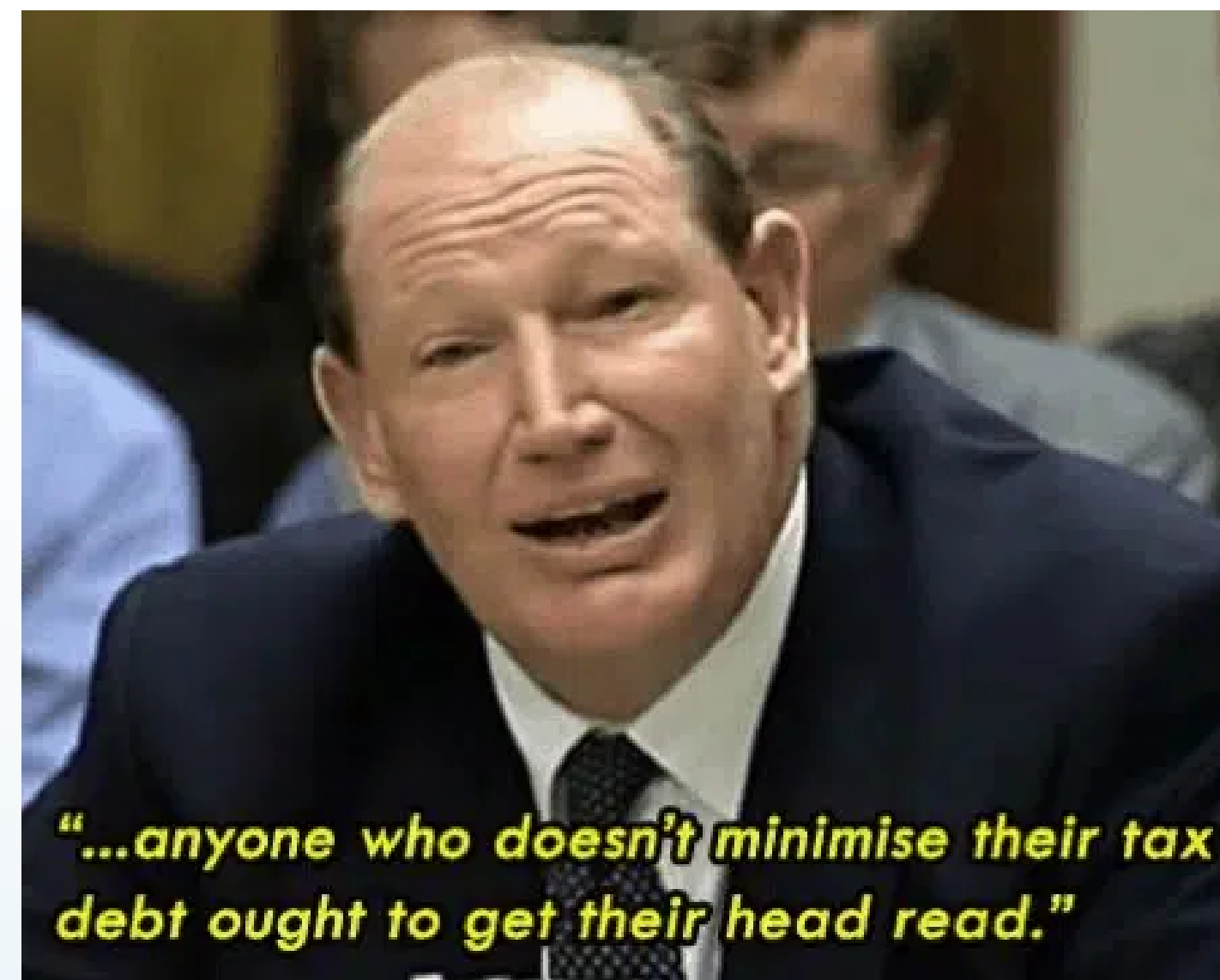
	Circa	
Tax Return Review	\$75,000	Tax Amended & Saved
GST Review	\$148,000	Recovered
Restructure: Sole Trader → Company	\$564,000	CGT Saved
Grants Accessed	\$150,000	EDMG Grants
	\$937,000	

Future Tax Savings & Strategy

- Correct Structure → Lower tax rate (25% vs up to 47%),
- Better asset protection – Protection of IP, Branding
- Access to Additional Grants: R&D and export incentives
- Capital Gains Planning:
- Looking to sell in 2–3 years for \$6M+
- Implement Cost Base Freeze Strategy (using rollover and retirement exemptions to minimise CGT further)

1. Structures for tax minimisation

- Sole Trader
- Partnership
- Company
- Trust



2. Small business restructures & CGT rollovers

- How to move from sole trader to company without triggering CGT.
- When it's worth triggering CGT now to save \$500k later.
- 15-year rule. 50% active asset discount. Retire with \$0 tax legally.

4. Multi-entity asset protection & tax minimisation

Why your Shopify brand shouldn't own your IP. Separate ops, IP, and investment assets.

Multi-entity asset protection

Why your Shopify brand shouldn't own your IP. Separate ops, IP, and investment assets.

The structure:

Trading Co



IP Co



Trust



Bucket Co.

5. Bucket companies

- How to cap tax at 25–30% legally.
- Delay personal tax with inter-entity loans.
- Build wealth inside the group



6. Crystallising valuation

- Why documenting your valuation now can save you from tax bombs later.
- Especially if you're planning to exit, restructure, or bring in investors.

7. Selling your business & CGT

- Use the 15-year exemption, \$2M active asset rule, retirement exemption.
- Why structure matters BEFORE you sell

8. Small business restructuring – debt

- If the business is bleeding: restructure debts, freeze ATO liabilities, legally renegotiate terms.

9. The **myth of trading overseas to avoid tax**



- Why pretending you're a “Dubai digital nomad” won't work if you live in Bondi.
- Australian tax residency rules.

10. Extracting profits: personal wealth vs asset building

- Pay yourself, yes — but don't forget to pay your future self.
- Wealth strategies: Trust » Investment Co » Shares, Property, Index Funds.



Extracting profits: personal wealth vs asset building

Pay yourself, yes — but don't
forget to pay your future self



Wealth strategies:

Trust



Investment Co



Shares, Property,
Index Funds

11. Buying **assets**

(SMSF, co, trust)

Buying machinery?

Use Instant Asset Write-Off (within cap)

Buying commercial property?

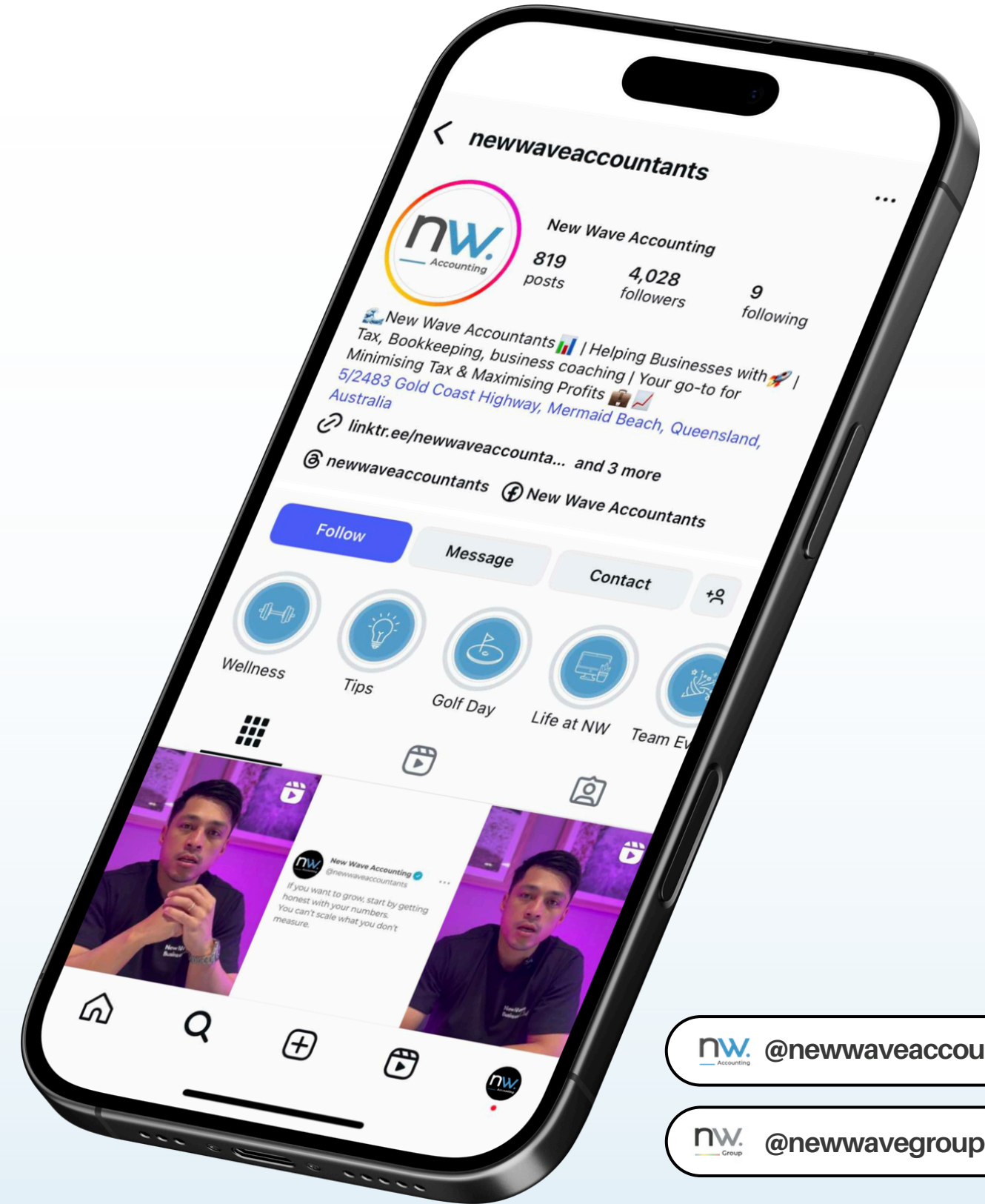
Do it via your SMSF or a separate Company/Trust

Split between trading assets and investment assets

MAKE TAX YOUR TOOL, NOT YOUR ENEMY



Let's get **connected!**



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