

Guide to choosing a name

A business name is important because it provides a unique identity for your business and to differentiate it from your competitors. In order to have the business names exclusively yours, you can either register it under the Business Names Act (Chapter 92) as a Sole Proprietorship/ Partnership, or under the Companies Act (Chapter 39) as a Private Limited Company (Sdn Bhd).

How to choose a name for your business?

When choosing a business name, keep the following tips in mind

Do's:

- ✓ Choose the right name that will help create the right image for your business
- ✓ The business name should reinforce the key elements in your nature of business
- ✓ Submit the meaning of your applied name (in English or Malay) if you have applied in a different language.

Don'ts:

- ✓ Submit names that are identical to the names already registered under the Business Names Act or Companies Act.
- ✓ Submit names that do not have any meaning that can mislead the public as to the nature of its business.
- ✓ Submit names that are identical or resemble names that are already registered in the Registry.

The name also **SHOULD NOT** contain any of the followings:

- × Undesirable names
- × The words "Royal", "Diraja" or any name that may suggest the patronage of the Sultan or connection with the Government of Brunei
- × The word "Brunei", "Co-operative", "Savings" or "Trust/Trustee"

Please note that the name application may be referred to the Relevant Licensing Authorities for their approval depending on the business nature applied. For more information, please refer to the table below:

Referral Authorities Table

General Business Natures	Referral Authorities
Finance Companies	Autoriti Monetari Brunei Darussalam
General Finance Companies	
Financial Leasing Companies	
Insurance Services	
Insurance Agents	
Money Changers	
Money Remittance	
Pawn Brokerage	
Music School	Ministry of Education
Schools (Kindergartens, Primary, Secondary, Colleges, Pre-University Centres, Foreign System Schools)	
Tuition Schools (Commercial School)	
Clinics	Ministry of Health
Dental Services	
Optical Services	
General / Specialised Medical Services	
Pharmacies/ Drug Store / Medicine Shops	
Social Welfare Services	Ministry of Culture, Youth and Sports
Child Care Centres	
Any Consultancy services or Related Services	Registry of Companies and Business Names Approval will be given upon submission of qualifications

How do you check for the availability of a name?

Before applying for a business name, check existing names to determine if your proposed business name is available. By doing so, you have a higher chance of getting the name approved and reduce the risk of complaints against your business entity's name.

To check the availability of your proposed business name, conduct a thorough business name search with these steps:

1. Go to www.eregistry.agc.gov.bn under "Business Search" tab.
2. Under "Business Name Search" tab, type the proposed business name and enter. A Search Result will then show whether it is available or not.

The following are examples of when you want to do a thorough and comprehensive name search:

Types of example:	Proposed Name	Search tips:
Identical or Similar Names	GLC management services	Type to search "GLC", "G.L.C", "G & L.C", "G.L & C" " G & L and C" and "G and "L.C" , etc.
	H.B Sdn Bhd	Type to search "H.B" "H&B" "H – B" "H and B" "H n B", etc.
Similar Pronunciations	Aishah Advertising Services	Type to search "Ayesha" "Aysha" "Aisha" "Aisyah", etc
	D'Comel Collections	Type to search "Comel" "The Comel" "D-Comel" "D.Comel", etc
Different Sequences	Ali Baba Express	Type to search "Ali – Baba" "Express Ali &Baba" "Baba – Ali" "Ali Express" "Baba Express", etc
Symbols – Not Allowed	# hashtag Café	Type to search "Hash Tag" "Hash" "Tag" "Hash-Tag" "Hash.Tag", etc
Names that can be misleading – Not allowed	Lego playhouse	Names that are already trademark.

What are the fees payable?

	Sole-Proprietorship/ partnership	Company (Sdn Bhd / Bhd)
Name Reservation	BND 5	BND 5
Extension for Name Reservation	BND 10	BND 10
Certificate of Registration / Incorporation	BND 30	BND 300
Total	BND 35	BND 320

Frequently Asked Questions

Can I apply for a business name which is identical/has the same meaning with a business that is already registered in the Registry?

No. The business name applied will be rejected. You may have the option to write in to the owner of the existing business for consent to use the same name or you may submit a new application with a different name.

How long does it take for a name to be approved?

The process will take 1 working days.

Can I reserve a name which is an international branding in Asia or Europe?

You cannot use a name that is trademarked, unless you provide an authorisation letter from the said company holding a trademark.

Counter working hours:

Monday – Thursday & Saturday

8.00 am – 3.30 pm (opens through lunch hours)

Contact us:

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