

	Einzelfirma	GmbH	AG
Minimum capital	CHF 0	CHF 20,000	CHF 100,000
Costs of establishment	CHF 200	CHF 3,000–6,000	CHF 4,000–7,000
Intended purpose	Suitable for sole proprietors who offer services with manageable risk	For small and medium sized companies	For larger companies
People needed	Max. 1 person with Swiss domicile	At least 1 partner and 1 managing director, whereby both positions can be held by the same person, but at least 1 managing director authorized to sign or 1 person authorized to sign must be resident in Switzerland	At least 1 shareholder and 1 member of the board of directors, whereby both positions can be held by the same person, but at least 1 person authorized to sign must be resident in Switzerland
Pros	<ul style="list-style-type: none"> • Uncomplicated and cost-effective company establishment 	<ul style="list-style-type: none"> • Lower capital requirements than for a stock corporation (AG) • Liability only with company assets • Participation of partners possible 	<ul style="list-style-type: none"> • Liability only with company assets • Simple transfer of shares • Shareholders remain anonymous to the public
Cons	<ul style="list-style-type: none"> • Liability as an individual with personal assets • No unemployment benefits • No participation of partners possible 	<ul style="list-style-type: none"> • Shareholders must be publicly listed • More regulations than sole proprietorship • Compared to sole proprietorship, profit up to the owner is taxed more than once 	<ul style="list-style-type: none"> • High initial capital required • Compared to the sole proprietorship, profit up to the owner is taxed more than once