

# Specialty Retail Shop Checklist

Version: 1.5

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## Introduction

This comprehensive checklist will guide you through every step of launching your specialty retail shop checklist. Each section includes detailed sub-tasks, tips, and common pitfalls to avoid.

## Pre-Launch Checklist

### Market Research

- ☐ Define your unique value proposition
- ☐ Identify target customer demographics
- ☐ Analyze competitor offerings and pricing
- ☐ Conduct customer interviews (minimum 20)
- ☐ Validate demand through surveys or pre-orders
- ☐ Research industry trends and forecasts

### Business Planning

- ☐ Create detailed business plan
- ☐ Develop financial projections (3-year minimum)
- ☐ Set SMART goals for first year
- ☐ Identify key performance indicators (KPIs)
- ☐ Create contingency plans for common scenarios
- ☐ Define exit strategy

### Funding

- ☐ Calculate total startup costs
- ☐ Identify funding sources
- ☐ Prepare loan/investment documentation
- ☐ Apply for grants if applicable
- ☐ Set up financial tracking systems
- ☐ Create cash flow projections

## Legal Requirements

### Business Structure

- ☐ Choose business entity type (LLC, Corp, etc.)
- ☐ Register business name
- ☐ Obtain EIN from IRS
- ☐ Register for state and local taxes
- ☐ Set up business bank accounts
- ☐ Get business credit card

### Licenses & Permits

- ☐ Research required licenses for your area
- ☐ Apply for business license
- ☐ Obtain industry-specific permits
- ☐ Register for sales tax permit

- ☐ Check zoning requirements
- ☐ File DBA if using different name

## Insurance & Legal

- ☐ Get general liability insurance
- ☐ Obtain professional liability if needed
- ☐ Consider property insurance
- ☐ Review workers' comp requirements
- ☐ Create/review contracts and agreements
- ☐ Establish privacy policy and terms

## Operations Setup

### Location & Equipment

- ☐ Secure business location
- ☐ Negotiate lease terms
- ☐ Plan layout and design
- ☐ Purchase necessary equipment
- ☐ Set up utilities
- ☐ Install security systems

### Suppliers & Inventory

- ☐ Research potential suppliers
- ☐ Request quotes and samples
- ☐ Negotiate terms and pricing
- ☐ Set up vendor accounts
- ☐ Create inventory management system
- ☐ Establish reorder points

### Systems & Processes

- ☐ Create standard operating procedures
- ☐ Set up accounting system
- ☐ Implement customer management system
- ☐ Establish quality control processes
- ☐ Create employee handbook
- ☐ Set up communication systems

## Marketing & Launch

### Brand Development

- ☐ Create brand identity
- ☐ Design logo and brand assets
- ☐ Develop brand voice and messaging
- ☐ Create style guide
- ☐ Register trademarks if needed
- ☐ Order business cards and materials

### Online Presence

- ☐ Register domain name
- ☐ Build website
- ☐ Set up Google My Business
- ☐ Create social media profiles
- ☐ Implement SEO strategies
- ☐ Set up email marketing

### Launch Strategy

- ☐ Plan grand opening event
- ☐ Create promotional materials
- ☐ Develop pricing strategy
- ☐ Plan initial marketing campaigns
- ☐ Reach out to media contacts
- ☐ Schedule social media content

## Post-Launch

### First Month

- ☐ Monitor daily operations closely
- ☐ Gather customer feedback
- ☐ Track KPIs daily
- ☐ Adjust processes as needed
- ☐ Address issues immediately
- ☐ Celebrate small wins

### Ongoing Success

- ☐ Review financials weekly
- ☐ Conduct monthly performance reviews
- ☐ Update marketing strategies
- ☐ Maintain customer relationships
- ☐ Continue professional development
- ☐ Plan for growth and scaling

## Resources

### Helpful Links

- [Small Business Administration \(SBA\)](#)
- [SCORE Mentorship](#)
- [Industry associations](#)
- [Local business development centers](#)

### Templates Included

- [Business plan template](#)
- [Financial projection spreadsheet](#)
- [Marketing calendar](#)
- [Operations checklist](#)
- [Employee handbook outline](#)

### Community Support

Join our community forum to:

- Ask questions
- Share experiences
- Get feedback
- Find accountability partners
- Access exclusive resources

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**Remember:** This checklist is a living document. Customize it for your specific needs and circumstances. Success comes from taking action, learning, and adapting.

**Need Help?** Visit our community forum at [openchecklist.org/community](https://openchecklist.org/community)

### Version History:

- 1.5 - Current version
- Previous versions available in archive

**Contributors:** Thank you to all 18 contributors who helped create this checklist!

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