



Business Launch Checklist

Here's your step by step checklist, to starting your own bricks and mortar business ([click here to go to our online business checklist](#)).

Overview

This checklist outlines every step in your journey from idea to **Grand Opening**. Following our checklist, step by step, will help you **keep on track** and reduce your time to market. Enjoy this exciting journey.

To learn more and a deep dive into every step in this checklist, hit the link and check out our course "**The Ultimate Guide to Opening Your Own Business: From Concept to Grand Opening**"

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Business Launch Checklist

Idea Generation

Brainstorming

Start by brainstorming business ideas based on your passions, skills, and market trends.

Decide on a product or service.

Crafting Your Vision

Developing a clear and comprehensive business vision is essential to your success. Start by identifying your core values, core purpose, and visionary goals for the business.

Research

Research the Market

Conduct thorough market research to assess the demand for your product or service, analyze your competitors and assess current industry trends.

Identify Your Target Audience

What are your audience demographics? Age, gender, income, education level, geographic location. What are their needs & wants?

Finance

Know Your Numbers

Estimate your startup costs, operating costs, revenue streams, and create a budget for your business expenses, including equipment, inventory, marketing, wages and overhead costs.

Goal Setting

Set long, medium and short term realistic and obtainable financial goals.

Draft Financial Projections & Business Plan

If you have the knowledge to do your own projections, great! If not, hire an accountant.

Draft your business plan.

Funding

Seek funding; self fund, family & friends, partners, grants, group funding, angel investors, venture capital, bank funding.

Business Model	<p>Registration</p> <p>Decide on a business model (partnership, LLC, Ltd company, sole proprietor, Trust, etc...)</p> <p>Register your business with the appropriate government agencies, register for tax purposes.</p>
Professional Services	<p>Professional Services</p> <p>Open a bank account, retain a lawyer & accountant (if finances allow), obtain the appropriate insurances for your type of business.</p>
Branding	<p>Brand Identity</p> <p>Create a strong brand identity, including your business name, logo, colors, tone, personality and messaging, to differentiate your business in the market.</p>
Product Development	<p>Product Development or Service Offerings</p> <p>Develop your products or define your service offerings, ensuring they align with the needs and preferences of your target market.</p> <p>Test your products or services with a focus group or beta testing phase to gather feedback and make any necessary improvements.</p> <hr/> <p>Supply</p> <p>Negotiate contracts for the supply of all goods required or source high quality team members to develop & deliver services.</p>
Business Site	<p>Location</p> <p>Secure a suitable location for your business, whether it's a physical storefront, office space or factory. Decide whether you are leasing or buying.</p> <hr/> <p>Compliance</p> <p>Obtain any necessary licenses, permits, or certifications required to legally operate your business in your jurisdiction.</p> <hr/> <p>Set Up</p> <p>Set up the necessary infrastructure, including utilities, equipment, technology systems, signage and furnishings.</p>

Integration

Technology

In this day and age, there are endless options for technology tools you can integrate into your business, which don't require you to be an IT wizard. These tools will dramatically streamline your processes, while saving you time & money.

Smart tools recommendations;

- Research: Chat GPT
- Website: Wix (can fulfil all the integrations required for a small business)
- Marketing content & documentation: Canva
- Project management: Trello
- Industry specific CRM or Salesforce
- Payments: Stripe
- Bookings: Calendly
- Integrate everything: Zapier

Marketing & Sales

Marketing

Develop a comprehensive marketing strategy encompassing online and offline tactics to reach your target audience and generate awareness and interest in your business.

Draft an annual marketing plan.

Sales

Determine your sales and distribution channels, whether it's through a physical storefront, e-commerce website, wholesale partnerships, or a combination of channels.

Logistics

Set up systems for inventory management, order fulfillment, and customer service to ensure smooth operations.

Sales Funnel

Build an unstoppable multi channel sales funnel, which incorporates social media, print, referrals, direct email, workflow triggers and a lot more...

Business Structure

Clearly the define the organizational structure of your business & team.

Clearly define roles and responsibilities required to execute the business plan.

Staff & Training	<p>Hiring</p> <p>Take your time finding the right team members, they are crucial to your success.</p> <p>Hire and thoroughly train any necessary staff members, ensuring they are equipped with the skills and knowledge needed to deliver exceptional service and support your business goals.</p>
Grand Opening!	<p>Soft Launch & Promotion</p> <p>Conduct a soft launch or pre-opening event to generate buzz and excitement around your business. Implement promotional activities such as discounts, giveaways, and special offers to attract customers and drive traffic to your business.</p> <hr/> <p>Grand Opening</p> <p>Plan and execute a grand opening event to officially launch your business and celebrate with your community. Have a minimum 6 week lead in to the opening day with a heavy marketing strategy via all media channels.</p> <p>Showcase your products or services, offer promotions, and engage with customers to create a memorable experience and kickstart your business on a positive note.</p>
Operations	<p>Post-opening Operations</p> <p>Continuously monitor and evaluate your business performance, soliciting feedback from customers and making adjustments as needed to improve your offerings and operations.</p> <p>Implement strategies for ongoing marketing, customer retention, and business growth to ensure the long-term success and sustainability of your venture.</p> <p>Constantly invest in knowledge.</p>

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