



How to Open a Retail Store Checklist

1. **Decide what type of retail store you would like to open.**
 - 1.1. Do market research.
 - 1.2. Think about which products you would like to sell in your store.
 - 1.3. Research the types of retail stores you could open.
2. **Create a business plan.**
 - 2.1. Write an executive summary.
 - 2.2. Define your company structure.
 - 2.3. Offer an extensive market analysis.
 - 2.4. Detail your business offerings.
 - 2.5. Describe your management plan and ownership structure.
 - 2.6. Outline your financial projections.
3. **Form your retail store company.**
 - 3.1. Trademark your business name.
 - 3.2. Register as a legal entity.
 - 3.3. Purchase a domain name.
 - 3.4. Know all the licenses and permits that you need.
 - 3.5. Apply for an Employer Identification Number (EIN).
 - 3.6. Trademark your intellectual property.
 - 3.7. Obtain a Seller's Permit.

- 3.8. Apply for a Resale Certificate.
- 3.9. Open a business bank account.
- 4. Source funding.**
 - 4.1. Research funding options.
- 5. Purchase equipment and software.**
 - 5.1. Research vendors.
 - 5.2. Purchase essential equipment.
 - 5.3. Purchase essential software.
- 6. Choose the right location.**
 - 6.1. Calculate gross to rent.
 - 6.2. Focus on demographics.
 - 6.3. Factor in your competition.
 - 6.4. Think about the visibility of a location.
 - 6.5. Think about foot traffic.
 - 6.6. Look out for parking availability.
 - 6.7. Look up crime statistics.
- 7. Set up your retail store.**
 - 7.1. Design a layout.
 - 7.2. Ensure that all products are visible.
 - 7.3. Place profitable products in populated areas.
 - 7.4. Protect your products from theft.
 - 7.5. Buy store furniture that is mobile.
 - 7.6. Place similar products near each other.

8. Hire staff.

8.1. Determine which staff members are needed.

8.2. Write job descriptions.

8.3. Post your job vacancies.

8.4. Interview candidates.

8.5. Hire suitable candidates.

8.6. Ensure that you provide employee benefits.

9. Promote your retail store.

9.1. Use social media.

9.2. Use search engine marketing (SEM).

9.3. Host a grand opening.