



How to Start a Bakery Checklist

1. **Decide what type of bakery you would like to open.**
 - 1.1. Decide between a wholesale or retail bakery.
 - 1.2. Decide on a business entity type.
2. **Decide on a business name.**
 - 2.1. Write down name ideas.
 - 2.2. Register your business name.
 - 2.3. Trademark your business name.
3. **Write a business plan.**
 - 3.1. Write an executive summary.
 - 3.2. Describe your launch ideas.
 - 3.3. List your sources of revenue.
 - 3.4. Name your management team.
 - 3.5. Describe your target market.
 - 3.6. List your promotional outlets.
 - 3.7. Do a SWOT analysis.
 - 3.8. Describe your competitors.
 - 3.9. Describe your finances.
 - 3.10. Describe your future plans.

4. Obtain funding.

- 4.1. Research loan options.
- 4.2. Open a business line of credit.
- 4.3. Approach loved ones for funding.

5. Buy or lease a commercial space.

- 5.1. Consider the type of bakery you want to open.
- 5.2. Find a suitable space.

6. Obtain the necessary permits and licenses.

- 6.1. Apply for a food service license.
- 6.2. Research which other licenses and permits you need for your location.

7. Design a layout.

- 7.1. Design the back-of-house.
- 7.2. Design the front-of-house.

8. Buy or lease equipment for the bakery.

- 8.1. Know what equipment you need.
- 8.2. Buy or lease the essential equipment for your bakery.

9. Hire and train employees.

- 9.1. Apply for an EIN.
- 9.2. Recruit staff.
- 9.3. Have employees sign non-disclosure agreements.
- 9.4. Have employees complete Form I-9.
- 9.5. Display workplace posters.
- 9.6. Report new hires.

10. Market your bakery.

10.1. Decide on the most appropriate form of advertising for your business.

10.2. Create realistic goals for marketing and advertising your bakery.

10.3. Create a digital presence.

10.4. Use search engine marketing.

11. Market your bakery.

11.1. Advertise your launch locally.

11.2. Offer opening specials.