



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. **Create a bar business plan.**
 - 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 nondisclosure 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.