

CREATIVE START-UP CHECKLIST

- Make inventory and check stock levels
- Create pricing structure, accounting for: Labour, Costs, Material and Market
- Do the maths! How much do you need to be sustainable?
- Create a business plan, including market research
- Register your business with HMRC
- Create business bank account
- Get a card reader/ ipad/ phone (a way of taking card payments if applicable)
- Get a business float (for in person sales if applicable)
- Track your expenditure and sales from the very beginning
Could you do it with an app?
- Product Photography
- Create a logo/ banner (don't spend a lot of money yet)
- Create social media accounts, choose the right one for you
- Create website/ e-commerce page
- Begin mailing list for newsletter/ sales enquiries.
- Make sure all communication with your customer clearly shows how to buy
- Create a brand identity (tell a story)
- Visual merchandising for photography and physical spaces
- Packaging, have you thought about sustainability?
- Social media and newsletter campaign around the launch

YOU'RE READY TO LAUNCH