

Checklist For Opening a Pizza Shop

Market Research

- Identify target audience
- Analyze local competition
- Survey potential locations
- Study current food trends

Business Plan Creation

- Define business concept
- Outline operations plan
- Develop financial projections
- Plan marketing strategies

Location Selection

- Choose a high-traffic area
- Consider delivery radius
- Negotiate lease terms
- Ensure kitchen space adequacy

Licensing and Permits

- Obtain food service license
- Secure health department permit
- Comply with local zoning
- Register for taxes

Kitchen Setup

- Purchase pizza ovens
- Acquire cooking tools
- Install refrigeration units
- Set up prep stations

Menu Development

- Create pizza recipes
- Consider menu diversity
- Price items competitively
- Plan menu specials

Staff Recruitment

- Hire experienced chefs
- Recruit front-of-house staff
- Train for customer service
- Schedule for optimal coverage

Marketing and Launch

- Develop branding
- Create a website
- Launch social media channels
- Plan a grand opening event

Go-to Resources for Opening a Pizza Shop

Kitchen Equipment

- [WebstaurantStore](#)
- [KaTom Restaurant Supply](#)
- [Pizzaovens.com](#)

Food Safety

- [ServSafe](#)
- [State Health Department](#)

Business & Accounting

- [ZenBusiness](#)
- [Northwest Registered Agent](#)
- [FreshBooks](#)
- [MyCorporation](#)

Useful Tools

- [Logo Generator](#)
- [QR Code Generator](#)
- [Invoice Generator](#)

*All of the resources are clickable links