

Checklist For Starting a Bowling Alley

Market Research and Concept

- Identify target demographics
- Analyze local competition
- Define unique selling points
- Develop a brand concept

Business Planning

- Create a detailed business plan
- Choose a business structure
- Register the business
- Obtain necessary licenses

Location and Building

- Choose a strategic location
- Secure a lease or purchase
- Design the alley layout
- Comply with building codes

Equipment and Facilities

- Purchase lanes and equipment
- Install scoring systems
- Set up rental areas (shoes, balls)
- Designate space for amenities

Financial Planning

- Secure funding or investment
- Set up accounting systems
- Budget for ongoing costs
- Plan financial forecasts

Marketing and Launch

- Develop a marketing strategy
- Build a professional website
- Plan grand opening event
- Utilize social media for promotions

Operations and Staffing

- Hire experienced staff
- Train staff on equipment and safety
- Develop operational procedures
- Establish customer service policies

Additional Amenities

- Plan for a bar or restaurant
- Include arcade or game area
- Offer party and event services
- Consider leagues and tournaments

Go-to Resources for Starting a Bowling Alley

Equipment Suppliers

- [Brunswick Bowling](#)
- [QubicaAMF](#)
- [US Bowling](#)

Management Software

- [Party Center Software](#)
- [LiYPad POS](#)
- [CenterEdge Software](#)

Business & Accounting

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

Useful Tools

- [Logo Generator](#)
- [Domain Name Search](#)
- [SWOT Analysis](#)

*All of the resources are clickable links