

Checklist For Starting a Canoe and Kayak Rental Business

Market Research

- Identify target market
- Study local waterways
- Analyze competitor offerings

Business Planning

- Create a business plan
- Choose business structure
- Set short and long-term goals

Legal and Regulatory

- Obtain necessary permits
- Register the business
- Comply with safety regulations

Location and Facilities

- Select a waterfront location
- Secure storage solutions
- Set up a customer service area

Equipment Acquisition

- Purchase canoes and kayaks
- Invest in safety gear
- Consider additional sports equipment

Marketing and Branding

- Develop a brand identity
- Create promotional materials
- Launch an online presence

Safety and Training

- Implement safety protocols
- Provide staff training
- Offer customer safety briefings

Customer Experience

- Develop booking system
- Offer guided tours
- Provide exceptional service

Go-to Resources for Starting a Canoe and Kayak Rental Business

Safety and Training

- [American Canoe Association](#)
- [Paddlesports North America](#)
- [Canva](#)
- [Mailchimp](#)

Marketing Tools

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

Useful Tools

Business & Accounting

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

*All of the resources are clickable links