

# Checklist For Starting a Cooking Class Business

## Define Your Cooking Niche

- Select a culinary specialty
- Understand customer preferences
- Identify market trends
- Analyze competitor offerings
- Focus on unique selling points

## Business Planning

- Create a detailed business plan
- Choose a legal structure
- Register the business
- Set business objectives
- Plan for scalability and growth

## Location and Facilities

- Find a suitable venue
- Ensure kitchen meets standards
- Equip with professional appliances
- Design for optimal student experience
- Consider accessibility and parking

## Legal and Compliance

- Obtain licenses and permits
- Comply with health regulations
- Secure liability insurance
- Register for taxes
- Protect recipes and materials

## Curriculum and Program

- Develop a range of courses
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- Set class schedules
- Price courses competitively
- Offer certificates or rewards

## Marketing and Promotion

- Build a brand identity
- Launch a professional website
- Utilize social media platforms
- Collab with bloggers and influencers
- Offer introductory classes

## Go-to Resources for Starting a Cooking Class Business

### Booking and Management

- [Eventbrite](#)
- [Teach 'n Go](#)
- [ClassBento](#)

### Website Tools

- [Squarespace](#)
- [Wix](#)
- [WordPress](#)

### Business & Accounting

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

### Useful Tools

- [SWOT Analysis Generator](#)
- [Lean Canvas Generator](#)

\*All of the resources are clickable links