

Checklist For Starting a Florist Business

Business Plan Development

- Define business vision
- Identify target market
- Analyze local competitors
- Set pricing strategy
- Plan marketing approaches

Legal and Administrative

- Register business name
- Obtain necessary licenses
- Secure EIN from IRS
- Set up business bank account
- Establish bookkeeping system

Location and Supplies

- Choose a suitable location
- Purchase initial inventory
- Acquire florist equipment
- Arrange shop layout
- Set up storage facilities

Marketing and Branding

- Develop a brand identity
- Launch a business website
- Utilize social media platforms
- Create promotional materials
- Plan opening event

Customer Experience

- Design service offerings
- Implement order management
- Train customer service skills
- Establish delivery processes
- Set up customer loyalty programs

Go-to Resources for Starting a Florist Business

Design and Inventory

- [Floral Frog](#)
- [Lobiloo](#)

Business Planning

- [LivePlan](#)
- [Bizplan](#)

Business & Accounting

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

Useful Tools

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

*All of the resources are clickable links