

# Checklist For Starting a Makeup Business

## Business Planning

- Define business model
- Identify target market
- Develop brand identity
- Set business goals
- Create a business plan

## Legal Requirements

- Register business name
- Obtain necessary licenses
- Comply with health regulations
- Trademark your brand
- Set up tax IDs

## Product Development

- Research product trends
- Choose product line
- Source suppliers
- Develop prototypes
- Plan product testing

## Manufacturing Setup

- Choose production method
- Select manufacturing location
- Establish quality control
- Organize inventory system
- Secure storage solutions

## Marketing and Sales

- Develop marketing strategy
- Create a website
- Plan social media campaigns
- Design promotional materials
- Organize sales channels

## Customer Engagement

- Build customer service
- Launch loyalty programs
- Gather customer feedback
- Implement CRM system
- Host promotional events

## Go-to Resources for Starting a Makeup Business

### Research Tools

- [Intel](#)
- [Euromonitor](#)
- [Google Trends](#)

### Management Tools

- [Asana](#)
- [Monday](#)
- [Trello](#)

### Business & Accounting

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

### Useful Tools

- [Logo Generator](#)
- [Domain Name Search Tool](#)

\*All of the resources are clickable links