

# Checklist For Starting a Lingerie Business

## Market Research

- Identify target audience
- Analyze competitor offerings
- Understand fashion trends
- Gather customer preferences

## Business Planning

- Define brand identity
- Set business objectives
- Develop a business plan
- Outline growth strategies

## Legal Requirements

- Register business name
- Obtain necessary licenses
- Secure trademarks
- Comply with textile regulations

## Product Development

- Design product lines
- Source quality materials
- Select reliable suppliers
- Develop sizing charts

## Manufacturing Setup

- Choose production method
- Ensure quality control
- Plan inventory management
- Establish fulfillment processes

## Marketing and Sales

- Create an online store
- Develop promotional materials
- Implement SEO strategies
- Engage in social media marketing

## Customer Experience

- Set up customer service
- Implement return policies
- Offer fitting advice
- Collect customer feedback

## Go-to Resources for Opening a Lingerie Business

### Textile Suppliers

- [Alibaba](#)
- [Mood Fabrics](#)
- [Fabric.com](#)

### E-commerce Platforms

- [Shopify](#)
- [BigCommerce](#)
- [WooCommerce](#)

### Business & Accounting

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

### Useful Tools

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

\*All of the resources are clickable links