

Store Set-Up Checklist

Business Name _____

Business Plan

- Financial Projections
- Marketing Strategy
- Funding Strategy
- Financial Backing, per business plan
Separate Revenue Stream? Y/N

Business Setup

- EIN / Tax ID
- Ability to pay Payroll Tax
- Ability to pay Sales Tax
- State Resellers License
- Domain Registration _____
- URA Member

Physical Location

- Lease Signed on _____
- Store Size _____ Display Area Size _____
- \$\$ Value of Current Inventory or Order _____
- Utilities (Water / sewer / trash / power / gas)
- Internet
- Dressing room(s)
- Open sign in the window
- Store sign near the street
- Wall mounts (slatwall, gridwall, other)
- Published store hours _____
- Published phone number _____

Checkout Counter

- Countertop or Table for checkout
- Computer
- POS software _____
- Credit Card processor _____
- Cash drawer (with \$200 cash)
- Receipt Printer _____
- Tag printer _____
- Scanner
- Shopping bags (Branding? Y / N)
- Special Order tracker (Notebook, Excel Sheet, in the POS)
- Tag gun and accessories

Branding

- Logo Created (Box, Banner, Symbol, Favicon)
- Fonts (Primary/H1 _____, Secondary/H2 _____, Normal _____)
- First Color _____ Second Color _____

Store Set-Up Checklist

Uniforms and Accessories

- Vendors (CHE, HEH, PCH, ZAV, LAN, BCO, CID, MUC, _____, _____, _____)
- Price tags
- Fixtures (4-Ways _____ / Rounders _____ / Other _____)
- Hangers
- Ability to Digitize _____
- Ability to Embroider _____

Marketing Set-Up

Social Media Accounts

- Google Business Page
- Facebook
- Instagram
- Pinterest
- Other _____
- Other _____

Google Accounts

- Analytics
- Ads
- Tag Manager
- Website server (DD, GoDaddy, Wix, Wordpress, Other _____)
- E-Mail Provider account _____
- List of Medical Providers in the area (Dentists, Veterinarians, Offices)

Scrub Store 101 Consulting Due-Outs (With Start-Up Subscription)

- Store Setup Checklist Discussed With Client
- Day/Time for Weekly Meeting Set _____
- First Blitz Topic Sent _____
- Initial Business Analysis Complete, Sent, and Discussed
- Location Analysis Complete, Sent, and Discussed
- Initial Inventory Discussion Complete
- Training on The Uniform Solution Complete (Free with referral)

Client's Top Concerns and Expectations

Scrub Store 101 Due Outs