



NameSnack

#1 Business Name Generator

How to Start a Bakery (Checklist)

1. Decide what type of bakery you would like to open. ☐

1.1 Decide between a wholesale or retail bakery. ☐

There are two main types of bakeries: wholesale and retail. Wholesale bakeries sell to other businesses, and retail bakeries sell their baked goods directly to customers.

1.2 Decide on a business entity type. ☐

Research the types of business entities you can start in your state and decide on one that meets your needs.

2. Decide on a business name. ☐

2.1 Write down name ideas. ☐

Make a list of the names that you like and then search for them in the United States Patent and Trademark Office's (USPTO) trademark database. This will indicate whether the names or close variations thereof are taken.

2.2 Register your business name. ☐

Register your favorite name with your state.

2.3 Trademark your business name. ☐

Visit the USPTO's website to submit a trademark application.

3. Write a business plan. ☐

3.1 Write an executive summary. ☐

Describe your business and list your goals, as well as what sets you apart from other bakeries.

3.2 Describe your launch ideas. ☐

Describe how you plan to launch your business.

3.3 List your sources of revenue. ☐

Let investors know how you plan to earn money from your bakery.



3.4 Name your management team.

List the job titles and names of the individuals who are part of the management team.

3.5 Describe your target market.

Discuss who your ideal customers are and describe their spending habits.

3.6 List your promotional outlets.

Describe which channels you will use to promote your business.

3.7 Do a SWOT analysis.

Identify the strengths, weaknesses, opportunities, and threats (SWOT) related to your business.

3.8 Describe your competitors.

List the top three bakeries that you would identify as your competition.

3.9 Describe your finances.

List your sources of revenue, revenue projections, and startup expenses.

3.10 Describe your future plans.

Let investors know how you plan to grow your business.

4. Obtain funding.

4.1 Research loan options.

If you are unable to fund the bakery on your own, you will need to take out a loan.

4.2 Open a business line of credit.

Business lines of credit work similar to a credit card. Upon approval, you can use credit up to a certain amount and you are only charged for the amount that you use.

4.3 Approach loved ones for funding.

You can ask friends and family for help with funding through websites like GoFundMe or by approaching them directly.

5. Buy or lease a commercial space.

5.1 Consider the type of bakery you want to open.

The commercial space that you require is determined by the type of bakery you wish to open.



5.2 Find a suitable space. □

Consider factors like foot traffic in the area, demographics, crime rates, accessibility, and nearby competition.

6. Obtain the necessary permits and licenses. □

6.1 Apply for a food service license. □

You will need to obtain a food service license to confirm that you have implemented all the measures needed to serve food safely.

6.2 Research which other licenses and permits you need for your location. □

There are a variety of permits that are required depending on your location.

7. Design a layout. □

7.1 Design the back-of-house. □

When creating the layout for the back-of-house area, you will need four main sections: cleaning, storage, food preparation, and baking.

7.2 Design the front-of-house. □

When creating a design for the front-of-house floor plan, use a layout that makes customers comfortable and facilitates purchases.

8. Buy or lease equipment for the bakery. □

8.1 Know what equipment you need. □

Essential bakery equipment includes shelving, commercial ovens, stand mixers, refrigerators, cooling racks, and a point of sale (POS) system.

8.2 Buy or lease the equipment for your bakery. □

It may be best to hire some equipment instead of purchasing it because of how expensive baking equipment can be. Items like utensils and crockery should be bought since they are not very expensive and can be broken easily.

9. Hire and train employees. □

9.1 Apply for an EIN. □

Your bakery needs to be registered with the government in order to legally employ people and deduct taxes. Registering will give you an Employer Identification Number (EIN).



9.2 Recruit staff.

One of the most important parts of starting any business is hiring. Consider using free job boards and your social media accounts to get the word out.

9.3 Have employees sign non-disclosure agreements.

You may want all staff to sign non-disclosure agreements (NDAs) and non-compete clauses in their contracts to avoid ex-employees taking your recipes to another bakery or starting a competing business.

9.4 Have employees complete Form I-9.

Form I-9 verifies that employees are allowed to work in the U.S.

9.5 Display workplace posters.

Research which workplace posters you are required to display in your workplace.

There are both federal and state-specific workplace posters you may need to display.

9.6 Report new hires.

Most states require employers to report new hires. Find out where you need to report new hires to, as many states have a short period in which you need to report new employees.

10. Market your bakery.

10.1 Decide on the most appropriate form of advertising for your business.

Consider whether traditional newspaper, Google search, social media, word-of-mouth, radio, or other forms of reaching an audience are right for you and within your budget.

10.2 Create realistic goals for marketing and advertising your bakery.

These could include a set target of followers on your business social media accounts and achievable sales targets for the month.

10.3 Create a digital presence.

Customers will likely look at the bakery's social media accounts and website before deciding on whether they want to visit, so an active online presence is important.

10.4 Use search engine marketing.

Use search engine marketing (SEM) to increase the visibility of your bakery in Google and other search engine results pages.



11. Host a grand opening. □

11.1 Advertise your launch locally. □

Let people in your immediate vicinity know about your launch by advertising in a local newspaper or handing out flyers.

11.2 Offer opening specials. □

Consider free samples and discounts to entice customers into visiting your bakery for the grand opening.

