

Your boutique launch checklist

As you prepare to bring your online boutique to life, use this checklist to ensure you've covered all the essential elements.



Research & planning

- ☐ Define your boutique niche and target customer
- ☐ Research competitors and market demand



- ☐ Create a business plan with financial projections
- ☐ Develop your brand identity (name, logo and colors)



Establishing a legal foundation



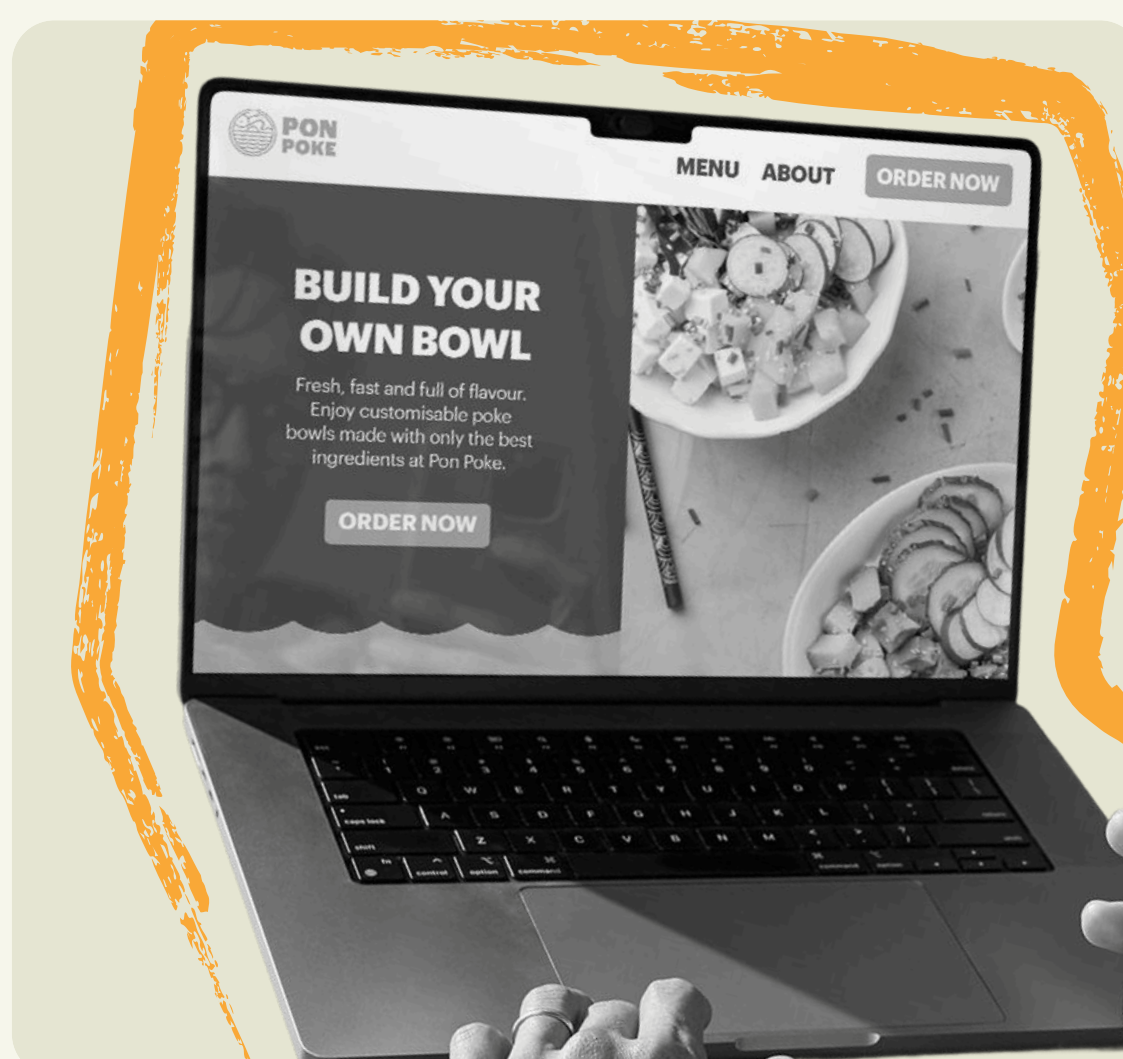
- ☐ Register your business name and entity
- ☐ Obtain necessary licenses and permits



- ☐ Set up a business bank account
- ☐ Secure business insurance
- ☐ Create terms of service and privacy policies

Setting up your online store

- ☐ Select and purchase a domain name
- ☐ Choose an e-commerce platform



- ☐ Build and design a website
- ☐ Set up payment processing
- ☐ Configure shipping options
- ☐ Create product categories and collections



Sourcing products

- ☐ Identify and vet suppliers
- ☐ Order samples and check quality
- ☐ Place an initial inventory order
- ☐ Create product descriptions and specifications



- ☐ Professionally photograph products
- ☐ Set up an inventory management system

Marketing preparation



- ☐ Create a social media business account
- ☐ Develop a content calendar
- ☐ Set up an email marketing platform
- ☐ Create a launch marketing strategy
- ☐ Prepare an announcement for your network and potential customers



Prepare & polish for launch

- ☐ Test your website functionality across devices



- ☐ Verify checkout process works properly
- ☐ Confirm email notifications are working
- ☐ Have friends and family test the full shopping experience



- ☐ Double-check all links and navigation