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**How to Open a Pizza Shop (Checklist)**

1. **Choose between a franchise or independent ownership. 󠄀󠄀**
2. Study the market statistics.
3. Evaluate your pros and cons.
4. Research competitors.
5. **Decide what type of pizza shop you want to open. 󠄀󠄀**
6. Delivery service.
7. Take-out only.
8. Take n’ Bake.
9. Dine-in pizzeria.
10. **Create a business plan. 󠄀󠄀**

a. Executive summary.

b. Business description.

c. Market analysis.

d. Organization management.

e. Sales strategy.

f. Funding needs.

g. Financial projections.

1. **Choose a business name. 󠄀󠄀**
2. Conduct a trademark search.
3. Check the state department for similar or registered names.
4. Conduct a domain name search.
5. Trademark business name.
6. Register business name with state department.
7. **Form a legal entity. 󠄀󠄀**
8. Sole proprietorship.
9. Partnership.
10. Limited Liability Company.
11. **Collect recipes and form a menu. 󠄀󠄀**
12. Source ingredients.
13. Source local suppliers.
14. Research wholesale distributors.
15. **Find funding. 󠄀󠄀**
16. Calculate startup costs.
17. Attract investors.
18. Apply for a small business loan.
19. Get a business credit card.
20. Use to peer-to-peer lending.
21. Open a business bank account.
22. **Acquire applicable licenses and permits. 󠄀󠄀**
23. Obtain a business license.
24. Get an Employer Identification Number.
25. Get a food handler’s permit.
26. Apply for a food service license.
27. **Find location. 󠄀󠄀**
28. Visit different locations.
29. Transform and design location.
30. Invest in branding.
31. **Equip your pizza shop. 󠄀󠄀**
32. Buy kitchen equipment.
33. Purchase serving supplies.
34. **Hire employees. 󠄀󠄀**
35. Post job description.
36. Conduct interviews.
37. Conduct background checks.
38. Hire employees.
39. Create an employment contract.
40. **Market your business. 󠄀󠄀**
41. Prepare a marketing strategy.
42. Create a marketing budget.
43. Purchase branding supplies.
44. Advertise on social media.
45. Create a website.