

Cafe Startup Checklist

By Jake R Brady

- Starting a Cafe
 - Consider a cafe franchise.
 - Learn how to run a cafe business.
 - Obtain the necessary business licenses.
 - Put together a business plan.
 - Set up a business bank account with your local bank.
 - Keep your coffee business and personal finances separate.
 - Arrange a meeting with an accountant to discuss tax strategies and ways to maximize your business tax deductions.
 - File your business name with the county clerk.
 - Meet with an insurance agent to discuss insurance you may need for your cafe.
 - Find a suitable business location.
 - Acquire equipment.
 - Set up your business phone system.
 - Find a coffee bean supplier.
 - Get a website.
- Cafe Marketing
 - Order business cards.
 - Advertise in your local yellow pages.
 - Place ads in newspapers and neighborhood mailers.
 - Send a press release or "letter" to your local paper announcing the grand opening of your new business.
 - Hold an event and tie it in with your grand opening.
 - Offer coupons in neighborhood mailers or local newspapers to attract new customers.