

# 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.