

Children's Toy Store Launch Checklist

1. Pre-Launch Preparation

- Finalize business plan
- Register business & obtain required licenses
- Secure funding
- Choose store location
- Sign lease agreement

2. Store Setup

- Design store layout
- Order fixtures & shelving
- Install POS system
- Set up security system
- Organize storage area

3. Inventory

- Research & select toy suppliers
- Place initial orders
- Receive & check deliveries
- Tag & price items
- Arrange products on shelves

4. Staffing

- Post job openings
- Interview candidates
- Hire & onboard staff
- Provide training
- Schedule shifts

5. Marketing & Promotions

- Develop branding & signage
- Create social media pages
- Design & print marketing materials
- Organize grand opening event
- Set up loyalty programs

6. Final Checks

- Clean and organize store
- Test equipment & POS system
- Review checklist

- Prep for opening day

Notes