

Local Handmade Jewelry Boutique Opening Guide

1. Business Information

Boutique Name

Location/Address

Owner Name

Contact Information

2. Vision & Concept

Mission Statement

Unique Selling Points

3. Product Plan

Jewelry Types Offered

Sourcing Materials

4. Branding and Store Design

Brand Name & Logo Ideas

Store Layout/Display Notes

5. Legal and Licensing

- Register the Business
- Obtain Necessary Licenses/Permits
- Insurance Arrangements

Notes

6. Finance & Budgeting

Startup Budget

Ongoing Expenses

Pricing Strategy

7. Marketing & Promotion

Target Market

Launch Promotion Ideas

Social Media/Website Plans

8. Launch Timeline

1. Preparation & Planning
2. Legal Setup
3. Store Setup & Inventory
4. Marketing & Promotion
5. Grand Opening

Timeline Notes