

# Sewing Business Startup Questionnaire & Checklist

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TAKE YOUR BUSINESS  
TO THE NEXT LEVEL

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# Sewing Business Startup Questionnaire & Checklist

## 1. WHAT DO YOU WANT TO DO? ASSESS THE OPPORTUNITY

- Why do you want to start a business? What will you get out of it?
- What are your strengths and weaknesses? Are you better with people or behind the scenes?
- Do you want to provide a product or a service? Do you prefer to build an online business or bricks and mortar?
- How much money do you have to risk? How long will it last?
- Do you want the business to be part-time or full-time? Can you start slowly and build up?
- Will you need to use space in your home? Is there space available?
- Have you discussed your plans with family members to ensure they are supportive?

## 2. PLANNING YOUR BUSINESS

- What business ideas do you have that fit your skills, strengths, and interests?
- Who would be your competitors? Are they successful?
- Will your product or service solve a problem?
- What is the market you want to pursue? Who is your target customer?
- Do you have current customers? Have you talked to potential customers about your business idea?
- What is your niche? How can you differentiate yourself from the competition?
- What are your startup costs and forecasted sales? Does this quick financial calculation produce a profit?

## 3. SETTING UP YOUR BUSINESS

- Choose a name for your business and search the internet to make sure it's not already being used.
- Register a domain name for your business and secure all your desired social media profiles for the company.
- Apply for an **Employer Identification Number (EIN)** with the IRS and for any necessary local or state business licenses.
- Decide on a legal structure or business structure – Corporation, LLC or Sole Proprietorship – and do the paperwork.

- Get your website and social media accounts up and running.
- Select an accounting system and a fiscal year for your business.
- Open a business bank account and (optional) business credit card.
- Begin networking with marketing materials like business cards and brochures.

#### 4. DETERMINE AVAILABILITY OF FUNDS

- Itemize your living expenses for at least the first year and determine where the money will come from.
- Calculate how much money it will take to launch and run your business.
- Estimate how long it will take for your business to acquire paying customers and how long before profitability.
- Determine how many months it could take before reaching breakeven or profit levels.
- Finally, consider whether you have enough capital or savings to make it through to breakeven.

#### 5. BUSINESS PLANNING

- Write a **Product Description** that describes your products or services and what problems they solve.
- Prepare a **Market Analysis** that describes the total market, your target market, and your competitors.
- Describe an **Operating Plan** for the business, such as operating hours, if employees are needed, and key suppliers.
- Create a **Marketing Plan** that includes your pricing as well as how your business will generate leads and sales.
- Build a **Financial Plan** that shows a break-even analysis, projected profit and loss, and projected cash flows.

#### 6. SETUP OPERATIONS

- Find and secure your workshop, office, or business location. Even home offices need good design and proper supplies.
- Identify any staffing needs and the profile of employee, contractor or freelancer that will work best for your needs.
- Recruit, interview, hire, and train employees or contractors.
- Setup any needed systems: Point of Sale (POS), Email, Phone, Customer Relationship Mgmt (CRM), Billing & Payment
- Be sure any databases and technology systems will securely maintain your customer information.
- Identify and partner with any appropriate suppliers.

## 7. LAUNCHING AND MARKETING YOUR BUSINESS

- Develop and refine a brand identity for your company and its products or services.
- Create and fine tune an **Elevator Pitch** for your business through conversations with anyone who will listen.
- Begin distributing or displaying your marketing materials: shop signs, business cards, brochures, and banners.
- Initiate digital marketing efforts online through blogs, emails, or SEO strategies to drive traffic to your website.
- Let the local or regional press know you are opening.
- If choosing a brick-and-mortar business, organize an opening day.
- Best wishes for success in your business!!**