

Checklist For Starting a Balloon Business

Market Research

- Identify target market
- Analyze local competition
- Study industry trends
- Define unique selling propositions

Business Planning

- Develop a business plan
- Estimate startup costs
- Plan revenue streams
- Forecast financial projections

Legal and Licensing

- Register the business
- Obtain necessary permits
- Secure liability insurance
- Trademark your brand

Location and Setup

- Choose a strategic location
- Setup a storefront or workshop
- Purchase balloon-making equipment
- Organize storage for inventory

Supply Chain Management

- Source high-quality balloons
- Establish supplier relationships
- Negotiate bulk purchase discounts
- Manage inventory effectively

Product and Service

- Design balloon creations
- Offer customization services
- Create packages for events
- Develop promotional offerings

Branding and Marketing

- Create a logo and branding materials
- Launch a promotional website
- Utilize social media for engagement
- Network with event planners

Sales and Customer Service

- Open an online store
- Offer exceptional customer service
- Implement a booking system
- Develop loyalty programs

Go-to Resources for Starting a Balloon Business

Balloon Supplies

- [Qualatex](#)
- [Bargain Balloons](#)
- [Brody's Balloons](#)

E-commerce

- [Shopify](#)
- [WooCommerce](#)
- [BigCommerce](#)

Business & Accounting

- [ZenBusiness](#)
- [Northwest Registered Agent](#)
- [FreshBooks](#)
- [MyCorporation](#)

Useful Tools

- [Logo Generator](#)
- [QR Code Generator](#)
- [Invoice Generator](#)

*All of the resources are clickable links