

# Checklist For Starting a Wig Store

## Market Research

- Identify target customers
- Analyze competitors
- Determine popular wig types
- Explore pricing models

## Business Planning

- Write a business plan
- Set financial goals
- Plan inventory needs
- Consider sales channels

## Legal Requirements

- Register business name
- Obtain necessary licenses
- Comply with local regulations
- Consider trademarking

## Location Setup

- Choose a storefront
- Design store layout
- Ensure good visibility
- Secure lease agreements

## Supplier and Inventory

- Select reliable suppliers
- Stock diverse products
- Manage inventory system
- Negotiate supplier contracts

## Marketing and Sales

- Develop a marketing strategy
- Set up an online store
- Use social media platforms
- Offer promotions and discounts

## Customer Service

- Train staff adequately
- Implement return policies
- Provide styling advice
- Ensure customer satisfaction

## Go-to Resources for Starting a Wig Store

### E-Commerce Platforms

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

### Marketing Tools

- [Hootsuite](#)
- [Buffer](#)
- [Mailchimp](#)

### Business & Accounting

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

### Useful Tools

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

\*All of the resources are clickable links