

Checklist For Starting a Wine Business

Business Planning

- Define business model
- Market analysis
- Financial projections
- Define target audience
- Choose business name

Legal Compliance

- Register business entity
- Obtain liquor license
- Secure health permits
- Trademark brand name
- Insurance policies

Location and Setup

- Choose location
- Design store layout
- Purchase equipment
- Setup storage areas
- Establish supplier relationships

Product Selection

- Decide wine varieties
- Source from vineyards
- Develop private labels
- Plan inventory levels

Marketing and Sales

- Develop branding
- Launch website
- Implement SEO strategies
- Social media marketing
- Organize tasting events

Distribution Strategy

- Set up online sales
- Partner with retailers
- Explore export opportunities
- Implement delivery system

Go-to Resources for Starting a Wine Business

Market Analysis

- [IBISWorld](#)
- [Statista](#)

E-commerce Platforms

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

Business & Accounting

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

Useful Tools

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

*All of the resources are clickable links