The Boutique Business PLANNER

A BUSINESS PLAN TEMPLATE DESIGNED TO GUIDE ASPIRING BOUTIQUE OWNERS WHO ARE STRUGGLING AND UNSURE WHERE TO START...

WWW.RUNBOUTIQUE.COM

“PLEASE PRINT THIS DOCUMENT OUT AND COMPLETE AS YOU GO ALONG”

Owner:

Business Name:

Launch Date:

PART 1: BUSINESS STRATEGY

PICK A NICHE

What type of Boutique do you want to start e.g womens,kids, plus size, formal, mens, handbags, shoes, jewelry, etc? Be very specific when picking a niche. e.g instead of just targeting kids you could niche it to kids between 0-3 months etc.

WHO IS YOUR TARGET/IDEAL CUSTOMER?

If you were to close your eyes right now and visualize an ideal customer, who would that person be? Please take time to think about this properly. Then complete the next sections.

Gender:

Age Group:

What are their Interests e.g what magazines do they read, what tv shows do they watch, what big brands do they already shop from, what other things could they be interested in? :

What are their current pain points and how does your boutique plan to solve it:

Where are they Located?:

What's their Income Bracket? :

COMPETITORS

Who are your biggest competitors right now? Note about 3-5 of them.

USP (Unique Selling Proposition)

What would differentiate you from other boutiques? Why should they choose your boutique VS your competitors? What makes your boutique unique?

YOUR MISSION, VISION & GOAL

What is the mission and vision for your boutique? Where do you see your boutique in the next 3 years? What do you want to accomplish? You can include sales, financial and strategic goals..

6-12 Months:

1-2 years:

2-3 years:

PART 2: INVENTORY & VENDORS

HOW DO YOU PLAN TO SOURCE INVENTORY?

Are you buying wholesale, making your own products or dropshipping? For access to 800+ wholesale and dropshipping suppliers, visit **www.sellpire.com** . What vendors do you plan to work with? List them below.

PRICING YOUR PRODUCTS

How much do you plan on pricing your products? You may not have exact figures but just put estimates. It is recommended to charge at least twice the wholesale price. E.g if wholesale price is $5, then charge at least $10+ so you can make a decent profit.

Product Name	Wholesale Price	Your Price

PART 3: LEGAL REQUIREMENTS

Please check with your local county for any legal requirements or speak to a legal professional if unsure.

BUSINESS LICENSE

How do you plan to register your boutique to obtain a business license? Sole trader, partnership or Ltd Company (LLC)?

SELLER'S PERMITS

This is required when shopping with some wholesale vendors. You will also need this to sell any products and charge sales tax.

EIN NUMBER

If you plan to hire people, then an EIN number would be required.

TRADEMARKING YOUR NAME

This isn't compulsory when just getting started. However this is something to look into at some point.

PART 4: BRANDING & MARKETING

BUSINESS NAME

YOUR DOMAIN NAME

Once you decide on a business name, it is recommended to secure a domain name as soon as possible e.g. www.yourbusinessname.com. You can register for a domain name for less that $10 per year at: **Namecheap**

WEB HOSTING

Once you have a domain name registered, you need to decide on a website platform. For beginners you can checkout **Shopify**

LOGO

What colours, images, fonts do you want to use on your LOGO. Make sure it directly correlates with your boutique message and target audience.

PLEASE NOTE: We do offer a web design and Logo design service with the Run Boutique Pro Membership for only **$297.** This also covers web hosting for an entire year so no need to pay extra for this service.

PHOTOGRAPHY

Do you plan to use models, or model products yourself? Are your hiring photographers or doing it yourself?

PACKAGING

How do you plan on packaging your orders and products? What equipment do you need for packaging?

MARKETING & PROMOTIONS

How do you plan to attract your ideal clients? Where would you find them? How would you communicate with them? What platforms would you use to reach them? E.g. social media, word of mouth, pop up shops, direct marketing, etc.

PART 5: FINANCIAL & BUDGETING

You can use the table below to plan your boutique startup costs and start working on a budget.

ITEM	COST
Inventory	
Website	
LOGO Design	
Equipment	
Licenses, Permits, Insurance	
Photography/Videography	
Packaging	
Stationery	
TOTAL STARTUP COSTS	

MONTHLY SALES GOAL PLANNER

You can use this section to prepare for your first year's boutique sales. Set a number you anticipate in sales for each month. Once you launch, you can then complete the " Actual" section as you go along then compare with your anticipated sales. This is a great way to keep you focused and motivated to meet those sales targets each month.

MONTH	ANTICIPATED SALES ($)	ACTUAL SALES ($)
JANUARY		
FEBRUARY		
MARCH		
APRIL		
MAY		
JUNE		
JULY		
AUGUST		
SEPTEMBER		
OCTOBER		
NOVEMBER		
DECEMBER		

IMPORTANT NEXT STEPS

Congratulations once again on your new boutique launch. We hope you've found this planner useful and it has helped with your boutique launch process. However, planning your boutique is just the beginning of your journey, and in order to achieve results fast and see results, you need to be willing to put all this into action.

So in-order to help ease this launch process for you, we've put together courses, masterclasses, vendors, done for your templates, and everything you need to execute and put your boutique launch into action - stress free.

So if you are ready to take action and begin achieving results even faster, then go grab our Boutique Business Kit right now at:
https://runboutique.com/home-sales-page/



Once again, thank you for downloading this planner and wishing you all the best in your boutique journey.

Best Regards,
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