

# Wax To Wealth



## THE CANDLE MAKERS START UP *Checklist*

The Ultimate Checklists Guide with everything you'll need to check off before starting your candle company.

[www.meetmeunderthewillowtree.com](http://www.meetmeunderthewillowtree.com)

# Candle Makers Startup Checklist

## Business Plan:



- Define your candle business concept and objectives.
- Conduct market research to identify your target audience.
- Create a comprehensive business plan outlining your goals and strategies.

## Legal Considerations:



- Register your business and obtain any necessary licenses or permits.
- Choose a business structure (e.g., sole proprietorship, LLC, corporation).
- Ensure compliance with local, state, and federal regulations.

## Business Name and Branding:



- Select a unique and memorable business name.
- Design a professional logo and branding materials.
- Register your domain name for a website (if applicable).

## Product Development:



- Decide on the types of candles you'll offer (scented, decorative, etc.).
- Source high-quality candle-making supplies.
- Develop and test candle recipes and scents.

## Production Space:



- Set up a dedicated workspace for candle making.
- Ensure it's well-ventilated and equipped with essential tools.

## Candle Making Supplies:



- Purchase wax, wicks, fragrance oils, dyes, containers, and other materials.
- Invest in candle-making equipment like melting pots, thermometers, and molds.



#### Safety Measures:



- Educate yourself on candle-making safety.
- Have fire extinguishers and first-aid supplies on hand.

#### Product Branding and Packaging:



- Design labels, packaging, and marketing materials.
- Ensure branding aligns with your business concept and values.

#### Online Presence:



- Create a professional website with an e-commerce platform (if selling online).
- Set up social media profiles for marketing and engagement.

#### Inventory Management:



- Develop a system for tracking inventory and supplies.
- Monitor stock levels and reorder as needed.

#### Pricing and Sales Strategy:

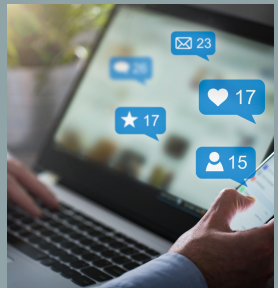


- Determine pricing for your candles.
- Decide on sales channels (online, local markets, wholesale, etc.).

#### Marketing and Promotion:



- Develop a marketing plan.
- Utilize digital marketing, social media, and email campaigns.
- Consider offering promotions or discounts.



### Customer Service:



- Establish clear customer service policies.
- Set up communication channels for customer inquiries.

### Fulfillment and Shipping:



- Prepare for order fulfillment and shipping processes.
- Choose reliable shipping partners.

### Quality Control:



- Implement quality control checks to maintain consistent product quality.

### Record Keeping:



- Maintain accurate records of sales, expenses, and customer information.

### Scaling and Growth:



- Plan for scaling your business as it grows.
- Explore opportunities for diversifying your product line.

### Customer Feedback:



- Encourage customer feedback and reviews to improve your products and service.

### Networking:



- Connect with other candle makers and entrepreneurs for advice and support.

### Continuous Learning:



- Stay updated on industry trends and developments.

