

READY, SET, LAUNCH!

START UP
CHECKLIST FOR
RETAIL SHOPS



One-Page Launch Checklist – Retail Shop

Plan & Setup

- ☐ Write a one-page business plan (concept, goals, expenses).
- ☐ Choose legal structure (Sole Prop/LLC/Corp) & register with NY Dept. of State.
- ☐ Get EIN (IRS) + NYS sales tax registration.
- ☐ Open business bank account & insurance (general liability, property).

Space & Compliance

- ☐ Confirm zoning for retail use.
- ☐ Sign lease + check landlord/building rules for signage/buildout.
- ☐ If doing renovations: file permits via DOB NOW (construction/alterations).
- ☐ Apply for sign/awning permits if sign > 6 sq ft (DOB approval required).

Permits & Licenses

- ☐ Use NYC Business Express Step-by-Step Wizard for full permit list.
- ☐ Apply for Certificate of Authority (sales tax license) from NY State.
- ☐ Ensure accessibility (ADA compliance).

Storefront & Design

- ☐ Review SBS Storefront Design Guide (lighting, awnings, displays).
- ☐ Order signage that meets DOB code + community board guidelines.
- ☐ Set up interior layout (POS, displays, security cameras, fire safety).

Operations & Launch

- ☐ Set up POS + sales tax collection system.
- ☐ Hire staff, register with NYS Department of Labor (employer ID + workers' comp).
- ☐ Develop marketing + grand opening plan.
- ☐ Schedule ribbon cutting & request SBS/BID support for opening event.



CONTACT US FOR FURTHER ASSISTANCE!

