



Bakery Startup Checklist

Planning to open a bakery? This checklist covers the core essentials – menu planning, pre-launch marketing, and must-have equipment – to help you stay organized and launch with confidence. Use this as a quick reference as you move from idea to opening day.

Menu Planning Checklist

- ☐ Choose 1–2 signature items
- ☐ Add 2–3 daily staples (like cookies, muffins, or bread)
- ☐ Include at least one high margin item
- ☐ Plan 1 seasonal or rotating special
- ☐ Check ingredient overlap across all items
- ☐ Cost out each product
- ☐ Set prices with a 3–4× markup
- ☐ Test new items before adding to your core menu
- ☐ Identify 1 potential bundle or combo offer
- ☐ Highlight customer favorites to boost sales

Pre-Launch Marketing Checklist

- ☐ Set up Instagram and Facebook pages
- ☐ Post 3–5 teaser photos of your products
- ☐ Claim your Google Business Profile
- ☐ Partner with 1–2 local influencers
- ☐ Schedule your grand opening promo
- ☐ Print flyers, coupons, or loyalty cards
- ☐ Send an email or DM to friends and family to spread the word
- ☐ Create a basic website or landing page with your hours, location, and menu
- ☐ Schedule your opening-week social posts
- ☐ Host a soft launch to test operations

Bakery Equipment Essentials Checklist

- ☐ Commercial oven (or countertop convection oven for small-scale)
- ☐ Mixer (stand mixer or spiral mixer depending on volume)
- ☐ Work table/prep surface
- ☐ Refrigerator and/or freezer
- ☐ Display case or counter
- ☐ Sheet pans, bowls, and measuring tools
- ☐ POS system or cash drawer
- ☐ Ingredient storage (bins, shelves)
- ☐ Packaging (boxes, bags, labels)
- ☐ Cleaning supplies (sanitizer, gloves, mop)

