

candle science

Small Business Checklist

- Hone your craft and get comfortable with the candle-making process
- Develop a “pitch” for your business
- Define your target market: Mass market, mid-market, or high-end
- Find your niche: What makes your candles unique
- Create a clever brand name and identity
- Set a basic startup budget
- Develop an initial product line and prices
- Decide where to sell
- Incorporate, get insurance, and explore permits and licensure