



Start Up Cost Worksheet

This worksheet assumes you will start your business selling online, at local craft shows, on consignment, and/or on wholesale. It does not include costs that you may incur with a retail location.

Startup Capital - Onetime expenses + 90 days of business without income

Expenses	Description	Amount
Advertising	Promotion for opening business - paid advertisements	
Inventory	Amount required to start selling	
Furniture and fixtures	Equipment required to open doors	
Office equipment	Equipment needed in the office, such as a printer	
Product equipment	Equipment to make product – molds, dispensers, cutter	
Insurance	Liability and property, as needed	
Licenses and permits	Check with country, state and city offices	
Legal and professional fees	Accountant, attorney, etc.	
Office supplies and materials	Office supplies such as paper, pens, and postage	
Product supplies & materials	Supplies to make product, such as oils and fragrances	
Promotional materials	Business cards, brochures, postcards, signage, etc.	
Operating costs	Rent, electricity, telephone, Internet, and more	
Miscellaneous	Unexpected costs – give a guess to act as a cushion	
Income	90 days of income while starting the business	
Total amount needed for start-up		