



*Sunshine
Collective*
STUDIO

The First Decisions Guide

**For New Storefront
Business Owners**





Welcome!

I'm Kallie Morales, Owner and Interior Designer at Sunshine Collective Studio.

If you've just opened or are about to open a storefront for your business, you may be feeling overwhelmed and second-guessing every decision. This guide is designed to help you make your first design decisions confidently, without costly mistakes, in under 30 minutes. By the end of this guide, you'll know exactly what to prioritize and feel ready to take the next steps.



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Step 1:

Identify Your Priorities

Take a moment to list the decisions you're struggling with the most.
Use this worksheet:

Top 3 Priorities Right Now

Focus on the 2-3 decisions that will have the biggest impact on your space and guest experience.



Step 2:

Must-Do First Decisions

Here are the 5 key areas every new hospitality owner should tackle first.

1. Layout & Flow

- Plan traffic flow for staff and guests.
- Ensure efficiency and comfort.



Pro Tip: Sketch a simple floor plan before buying furniture.

2. Seating & Capacity

- Decide how many guests your space will accommodate.
- Consider comfort and spacing regulations.



Checklist: Count tables, chairs, and standing room.



3. Branding & Aesthetic

Define your vibe, colors, and style.

Align your visual choices with your concept.



Mini Exercise: Pick 3 words that describe your ideal atmosphere.

4. Lighting & Ambiance

Layer functional and mood lighting.

Highlight focal points and create atmosphere.



Quick Win: Use dimmers where possible.

5. Essential Fixtures & Equipment

Identify must-have items vs. nice-to-have.

Avoid overbuying or missing critical pieces.



Pro Tip: Prioritize items that impact guest experience first.



6. Budget Allocation

- Decide where to spend first to get the biggest impact.



Exercise: Allocate 50% of your design budget to layout and seating first.



Step 3: Confidence Checklist

Now go back to step 2 and tick off each box when complete. This checklist is your quick snapshot. It shows you're ready to move forward without second-guessing.





Step 4: Next Steps

Now that you have clarity, the next step is to personalize your plan. Book a 20-minute Clarity Call with me, and we'll walk through your unique space, priorities, and decisions together. You'll leave with a clear, actionable plan tailored specifically to your new business.

[Book My Strategy Session Now](#)

Helping small business owners create thoughtful, branded spaces without overwhelm

