WhatsApp Business Setup Checklist (2026 Edition) - For Kolkata Shops & Small Businesses

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Section 1: Basic Setup

- ☐ Install WhatsApp Business
- ☐ Add Business Name
- ☐ Select Category
- ☐ Add Description
- ☐ Add Address
- ☐ Set Business Hours
- ☐ Add Email / Website

Section 2: Communication Automation

- ☐ Turn on Greeting Message
- ☐ Create 5 Quick Replies
- ☐ Set Away Message (optional)

Section 3: Customer Organisation

- ☐ Create Labels:
  - ☐ New Enquiry
  - ☐ Order Confirmed
  - ☐ Payment Pending
  - ☐ Order Dispatched
  - ☐ VIP Customer

Section 4: Sales Enablement

- ☐ Add 5 Catalogue Items
- ☐ Add clear product descriptions
- ☐ Upload clean product images

Section 5: Weekly Review

- ☐ Review unanswered messages
- ☐ Update catalogue
- ☐ Refine quick replies
- ☐ Check label organisation

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