JEWELLERY BUSINESS · DUBAI

# Jewellery Business Setup Checklist

Work top to bottom. Each stage depends on the one before it, and every stage shows who owns it and what it needs first.

## STAGE 1: PLAN THE BUSINESS

*Owner: you · Needs first: nothing*

- [ ] Decide what you sell: gold, diamonds, bridal, watches, fashion jewellery
- [ ] Decide the format: shop, luxury showroom, kiosk or trade showroom
- [ ] Set a total budget covering licence, premises, fit-out, security, stock and running costs (what it costs to open a jewellery shop)
- [ ] Choose a target area: souk, mall, street, DMCC or another free zone
- [ ] Set an opening date, and note the peak seasons you don't want to build through (Diwali, DSF, Ramadan, Eid)

## STAGE 2: CHOOSE THE LICENCE ROUTE

*Owner: you, usually through a business setup company · Needs first: Stage 1*

- [ ] Shortlist a business setup company (well-known names include Virtuzone, Creative Zone and Shuraa Business Setup)
- [ ] Choose mainland (DET), DMCC or another free zone (compare the routes)
- [ ] Confirm the licence activity matches your products and customers (trading licence guide)
- [ ] Confirm ownership rules for your activity
- [ ] Get the authority's current fee list and dated quotes
- [ ] Get initial approval and reserve your trade name

## STAGE 3: CHOOSE THE UNIT AND TENANCY

*Owner: you · Needs first: initial approval*

- [ ] Get the landlord's fit-out manual before you sign
- [ ] Check the unit's condition, power, AC and sprinklers
- [ ] Negotiate a rent-free fit-out period that covers approvals and build
- [ ] Confirm deposits, hoarding rules, working hours and contractor registration
- [ ] Sign the tenancy and register it on Ejari
- [ ] Receive your trade licence

## STAGE 4: SECURITY PLAN, THEN DESIGN

*Owner: you, your SIRA-approved security consultant and your fit-out company · Needs first: chosen unit*

- [ ] Appoint a SIRA-approved security consultant and a SIRA-licensed installer
- [ ] Appoint a fit-out company with jewellery experience
- [ ] Get the security plan and CCTV layout from your consultant
- [ ] Approve the layout and 3D visuals once they include the security positions
- [ ] Check camera views, panic buttons, sensors, safe and UPS positions on the drawings
- [ ] Sign off an itemised cost
- [ ] Order long-lead items early: custom showcases, safe, specialist lighting

## STAGE 5: APPROVALS

*Owner: security consultant (SIRA); fit-out company (landlord, DCD, DEWA, Dubai Municipality or DMCC) · Needs first: trade licence, tenancy, final drawings*

- [ ] SIRA security plan certificate (your security consultant applies)
- [ ] Landlord design approval and no-objection letter
- [ ] Fit-out permit where required: Dubai Municipality (mall units and units up to 100 sq m are exempt from its decoration permit), or DDA, DMCC or Jafza in their zones
- [ ] Civil Defence drawing approval
- [ ] DEWA load approval if the lighting load is heavy

## STAGE 6: BUILD AND INSTALL

*Owner: fit-out company · Needs first: permits*

- [ ] Approve the showcase sample before full production
- [ ] Confirm security conduit is in place before ceilings close
- [ ] Install showcases, lighting and signage
- [ ] Commission the security system with the SIRA-licensed installer

## STAGE 7: INSPECTIONS AND CERTIFICATES

*Owner: fit-out company (Civil Defence, landlord); security consultant and installer (SIRA) · Needs first: finished works*

- ☐ Civil Defence completion
- ☐ Landlord inspection
- ☐ SIRA security audit
- ☐ SIRA security system certificate

## STAGE 8: COMPLIANCE BEFORE TRADING

*Owner: you, with your compliance and tax advisers · Needs first: trade licence*

- ☐ Buy only correctly hallmarked stock and keep supplier records and certificates
- ☐ Register on goAML and set up customer checks and the AED 55,000 cash-report process (Ministry of Economy and Tourism)
- ☐ Appoint an AML compliance officer
- ☐ Decide on and register for VAT (Federal Tax Authority)
- ☐ Confirm your corporate tax position with your adviser
- ☐ Sign an annual SIRA maintenance contract
- ☐ Arrange insurance for stock and premises

## STAGE 9: HANDOVER AND OPEN

*Owner: you and your fit-out company · Needs first: SIRA system certificate*

- ☐ Walk the shop and sign the snag list
- ☐ Collect the handover pack: as-built drawings, Civil Defence completion, SIRA certificate, warranties, manuals and key register
- ☐ Train staff on the alarm, panic buttons and cashier procedure
- ☐ Open

## THE LAST TWO WEEKS BEFORE OPENING

- ☐ SIRA certificate in hand
- ☐ Insurance active before stock arrives
- ☐ Stock delivered, checked and recorded
- ☐ POS, VAT invoicing and cash-report alerts tested
- ☐ Staff trained on security and customer checks
- ☐ Snag list closed

## AFTER YOU OPEN

- ☐ Keep the SIRA maintenance visits on schedule (at least four a year)
- ☐ Tell SIRA before changing layout, lighting or security components
- ☐ Keep sales, supplier and customer records for inspections

## BUDGET WORKSHEET

*Fill in as quotes arrive.*

| Budget line | Estimate | Quote | Date |
|---|---|---|---|
| Licence and registration | | | |
| Premises | | | |
| Design | | | |
| Fit-out | | | |
| Security | | | |
| Showcases and counters | | | |
| Approvals and fees | | | |
| Stock and running costs | | | |
| Contingency and VAT | | | |
| TOTAL | | | |

*A planning guide, not legal or tax advice. Based on authority guidance as of October 2026; confirm each step with the named authority.*

**Want help with the fit-out?** Book a free fit-out planning call at parasinteriorsuae.com, call +971 55 371 0058, or message us on WhatsApp.