

# Our Guide to setting up a Market Stall

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## Research

The only way you will find out if the next market you tackle will be a success is if you research! You know your customer, and you know what your customer wants. So, visit the market before committing so that you can evaluate whether it will be an event that will appeal to your ideal consumer. Also, is there room for you? Picture this - you sell Nutella crepes, though there are two other crepe stalls at the market that do too, but with more variety. Will your stall perform as well as it does at a venue where you are the sole provider? You will need to consider that these stalls may have loyal customers that prefer their vast menu!



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## Does your stall turn heads?

I know that if I see two stalls that sell they exact product, though one have made a great effort in creating their market stalls design – I will most definitely choose to shop at that one. And I'm sure everyone would agree that eye popping attractiveness makes you want to enter, explore and shop, shop, shop! Is your stall inviting? Does the design accommodate your target customer? And more importantly, is it pretty?



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## Charge appropriately

I'm sure you do sell the best organic soy candles, but overpricing what you sell is a sure-fire way to make customers walk in, and walk straight back out. Again, do your research and see what other successful businesses are charging. Though don't sell yourself short! Remember\* Appealing to your customers is great, but you still need to cover your expenses! Do the math.



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## To be prepared is half the victory

Nothing sucks more than being handed \$50 note after \$50 note and having absolutely no change to give your customer! Remember, your float needs to consider situations like these. Nothing is better than selling so much that you need to restock! Bring plenty of products, and don't forget your business cards so that customers can follow your social media accounts.



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## Get Social

In 2016, you're lucky to have access to social media platforms that allow you to connect directly with your customers. Be creative and let them know what you have, where you will and when! Don't forget to tag the page of the markets you will be attending in your posts.

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## Talk, talk, talk!

Do not be that stall holder that sits on a camper chair behind a table with their eyes glued to their phone screen! Get to know your customers, find out what they want, and how they feel about your products. There are many designers and producers that debuted at the markets and launched into success, this is how to follow their footsteps. Though don't be an overseller, no one likes being followed around like a lost puppy - learn to read your customers vibes. Some customers like to be left alone to browse.

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## Protect yourself

Conditions differ from market to market, some may include public liability, though most require you to sought out your own cover of at least \$20 million. If the market includes insurance, make sure you find out what it covers you for, as it may not be sufficient for what you will be selling. Also, to ensure you are covered by your insurance policy, you must comply with local legislation, such as the Australia & New Zealand food standards code.

