



Guide to Running a Successful Business Stall

Check in with Miss Othen if you need any advice or support

Helpful Tips

1. Save the Date

You must be available on **Saturday 9th May, from 9:30 AM to 12:00 PM**. It's important to have a family member present on the day to supervise and support you during this time.

2. Choose a Product or Service

- **Interests and Hobbies:** What do you enjoy doing or have a passion for? Some ideas could be Crafting, Art, Baking, Sewing and Gardening.
- **Seasonality:** What items might be popular?
- **Unique Offerings:** What will set your stall apart from others? Perhaps a special recipe or handmade items.

3. Preparation

- **Start Early:** So you have enough products to sell.
- **Planning:** How many products will you aim to sell?
- **Materials Purchasing:** What materials are needed for your products and where can you get these at the most affordable prices?
- **Be Creative:** Can you get items for free by re-using what you have at home, recycling, asking for donations or sponsorship from family members.
- **Packaging:** Do you need to package your items?

3. Plan Your stall set up

- **Stall:** Miss Othen will set up a table & chairs ready for you on the day.
- **Appearance:** You might like to use tablecloths and decorations to attract attention.
- **Signage:** Do you have a business name? Create a colourful sign for your stall?
- **Layout:** Display your products neatly with prices clearly marked.
- **Help:** Ask Miss Othen if you need to borrow any tablecloths, baskets or art materials.

4. Finances

Ask your parent's to help with your stall's finance

- **Expenses:** Add up what you have spent and calculate how much each item has cost to make.
- **Price:** Set a price, higher than what it cost to make. You are aiming to make a profit.
- **Cash Float:** Your parent should provide a cash tin for you on the day and be responsible for deciding any costs owed to you and what donation you would like to make to school fundraising. You can hand this in on the day or the following week.

5. Marketing and Promotion

- **Word of Mouth:** Tell all your friends and family about your stall and invite them to the fair.
- **Social Media:** Take a photo with Miss Othen to give a sneak peak advert before the day

6. Customer Service

- **Greeting:** Greet your customers warmly and thank them for looking.
- **Friendly:** Ask customers if they are having a nice morning and enjoying the fair
- **Product Knowledge:** Talk about your products

Join our Craft Market! Don't forget to sign up on the clipboard if you would like a stall.