

IN THE MARKET FOR IT?

Your essential step-by-step guide to starting a market stall

1 Research

The market where you set up your stall can make or break your sales action, so it's important to do your research. Visit the market ahead of time to see if there are stalls similar to yours. Is there room for you? Are your customers the sort of people to shop at this market?



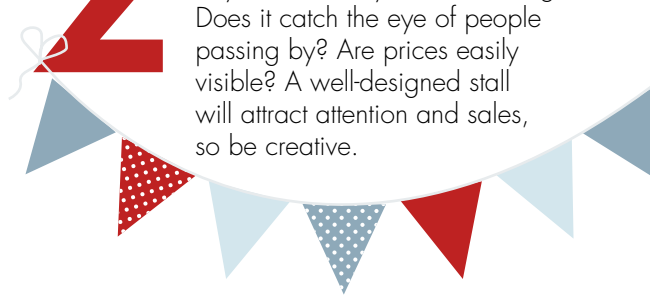
Did you know?

80% of farmers' market stall owners report profitable trading.
RIRDC 2014

2

Make your stall attractive

The visual attractiveness of your stall can make a big difference to your sales. Is your stall inviting? Does it catch the eye of people passing by? Are prices easily visible? A well-designed stall will attract attention and sales, so be creative.



3

Price it right

If you are overpriced people will not come to you. Conversely, if you are under-priced you won't make enough money to cover your expenses. See what prices everyone else is charging and find a space between.



Be prepared

Make sure you have everything you need on the day, including cash, and don't let surprise expenses put you out of pocket. Make sure you have plenty of stock and have business cards or flyers with your social media details and website.

4



5



Talk, talk, talk!

Chat with your customers. Ask them questions about your product and seek feedback. Lots of designers and local producers began with a humble market stall, so soak up the vibe and make the most of the opportunity to meet your customers.

6

Protect yourself

Different markets will have different conditions of hire, including whether or not your stall is automatically covered by Public Liability insurance. Knowledge is key, so make sure you ask the right questions before market day. You may need to consider Public Liability insurance and Product Liability insurance. Read more about your insurance options at aami.com.au/markets. It's also important to follow local legislation, such as the Australia New Zealand Food Standards Code, which applies to stalls selling food.



7

Get social

Social media such as Facebook, Instagram and Twitter are awesome ways to get word out about your stall. Furthermore, markets often have their own Facebook page and encourage self-promotion.



Did you know?

64% of market stall owners have changed something about their product due to market participation; it's a great way to get customer feedback.
RIRDC 2014

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Get instant cover for market stalls anywhere in Australia at aami.com.au/markets

Sources: RIRDC and Vicki Woodburn, Understanding the Characteristics Australian Farmers' Markets, 2014.

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