

# Market Stall Planning Checklist



## Research and Planning

- Market Identification: Identify the markets you want to participate in and gather information about their dates, locations, and pricing.
- Insurance & License Requirements: Most event organisers require you to have your own market stall insurance in place. If you are a food stall, you will also need a food safety certificate and in some areas, a mobile food vending licence.
- Set Up Requirements: Most event organisers require you to have all your own equipment, including gazebo, weights, tables, chair etc.
- Stall Reservation: Contact market organizers to reserve your stall, making sure to include your business name, product list and insurance certificate. If you can, be sure to add photo's of your products and links to your social media accounts and website.
- Confirm Booking: You will receive an email and/or invoice to confirm your booking. In some cases, your booking will only be confirmed once you have made your stall fee payment. You will then receive an event schedule on when to arrive and where to set up.

## Stall Setup

- Stall Layout Plan: Sketch out the layout of your stall, including tables, display racks, and cashier space.
- Display Materials: Prepare and list all items needed for display (e.g., tablecloths, signage, price tags).
- Shelter and Weather Protection: Ensure you have a gazebo, umbrella, or other shelter to protect against weather.
- Packing Materials: Gather bags, boxes, and other packaging materials for customers' purchases.
- Payment Systems: Set up and test your payment systems (e.g., cash, card reader, mobile payment apps).

## Inventory Preparation

- Inventory List: Create a detailed list of products, including quantities and prices.
- Stock Check: Verify you have enough stock and prepare any required restocking.
- Storage Solutions: Organize storage for easy access during the market (e.g., boxes, shelves).

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## Marketing and Promotion

- Online Announcements: Schedule social media posts and emails to announce your participation.
- Promotional Materials: Print and prepare flyers, business cards, and brochures.
- Signage Preparation: Create eye-catching signs and banners for your stall.
- Special Offers: Plan any discounts, bundles, or promotions to attract customers.

## Staffing and Logistics

- Staffing Needs: Determine if you need additional helpers and arrange for their assistance.
- Travel Arrangements: Plan and confirm your travel to the market (e.g., transport, accommodation).
- Setup and Packup Schedule: Organize timing and tasks for setting up and packing down your stall.

### Notes:

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## On-the-day Preparation

- Morning Checklist: Ensure you have your product inventory, display materials, gazebo, weights and promotional materials ready.
- Safety and Comfort Items: Pack essential items like water, snacks, sunscreen, and wear comfortable clothing.
- Customer Engagement: Prepare any tools or materials for engaging with customers (e.g., sample products, demo items).
- Social Posts: Be sure to document your day, take photographs and post via your social media channels through the day.

## Post-event Wrap-up

- Cash Handling: Safely store cash and receipts.
- Accounts: Add up your sales from the day. Including cash and online sales.
- Inventory Check: Count remaining stock and update your inventory list.
- Debrief and Feedback: Note feedback from staff and customers, and write down any observations for improvement.
- Thank You: Be sure to add a social media post thanking your customers for stopping by and purchasing from your small business and don't forget to thank the event organiser.

Thank you! For more checklists and resources for market success, visit [www.browseau.com](http://www.browseau.com)

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