

CHECKLIST - BEFORE MARKET

To-do

- Confirm your booking details - Ensure all invoices are paid
- Double-check stall size, stall location, and stall code (when ready)
- Make sure your PLI (Public Liability Insurance) is up to date & sent in (4 weeks before)
- Read through all market related information, manual and guides
- Complete venue induction (see stallholder manual for instructions)
- Practice your market set-up!
- Create your production timeline and market to-do lists
- Create your packing lists
- Plan your route and transportation. Check your packing plan.
- Prepare for your sales: Eftpos, cash float, wifi and tech.
- Prepare for your sales: Brand Signage, price signs and tags
- Marketing and promotion plans
- Update your website, social and all digital touchpoints
- Prepare and pack marketing materials
- Create pricing list, and sales results doc (for at market and post-market reporting)
- Invite wholesalers, prepare wholesale price list
- Plan your meals, breaks, support at markets
- Share on socials and via newsletter
- Tell your friends!
- Track inventory pre-market
- Pack and prepare: snacks and water

CHECKLIST - AFTER MARKET

To-do

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|--------------------------|---|
| <input type="checkbox"/> | Track post-market inventory, plan to re-stock / re-make items that are low, update online inventory |
| <input type="checkbox"/> | Evaluate sales performance, what were your best sellers and price points? |
| <input type="checkbox"/> | Record your post-market feedback from customer conversations, enquiries and sales observations |
| <input type="checkbox"/> | Follow up and leads, orders or send customer thank-you's |
| <input type="checkbox"/> | Review your marketing strategy, what worked and what didn't, and how did people find you? |
| <input type="checkbox"/> | Share post-market thank you's to new customers and followers on your social accounts |
| <input type="checkbox"/> | Market display, layout or merchandising feedback - what do you need to improve/ change next market? |
| <input type="checkbox"/> | Key learnings: what brands did well? what did you learn from other sellers? |
| <input type="checkbox"/> | Things to do differently next time? |