

KIDS POP-UP MARKET

GETTING YOURSELF READY

Congratulation on signing up to be part of the We Are Yokine Kids Pop-Up Market. Here are a few tips to help you get ready for market day.

(1) Product

Think about what you want to sell and what other people might want to buy! You can make your own items, or sell things that you already have or on-sell other products, but make sure you have your parents' permission.

Note: The seller is responsible to ensure that any food or body products they wish to sell complies with all relevant local laws and regulations. For example: safety standards for production, consumption, correct labelling requirements, and any other health or local government regulations.

The seller is responsible for obtaining any necessary permits or approvals for the sale of these items.

(2) Price

The amount you might want to sell something for may not be what other people are willing to pay. Consider this when setting the price for selling any personal items or items that you make.

Personal Items: You may want to sell an item you no longer want that cost \$100. Don't expect to sell it for \$100. If you no longer need/want it, getting some money for it is better than having it sitting around gathering dust. Best check with your parents before selling personal items!!

Products: If you are making something to sell, make sure you consider all the costs of the different materials need, your time to make the 'thing' - this is your cost price. Then think about how much you want to earn above this - this is your profit margin. You might want to sell a product with a high profit margin, but sell less of them, or sell a product with a low profit margin and aim to sell more of them. Either way, you may end up earning the same amount of money.

Given the market is a learning opportunity, you might charge less or nothing for your time and 'invest' this into your business to keep your price down and increase your sales.

Family members: you cannot sell your brothers or sisters!!

(3) Stall

Think about how you want your stall to look and how you will display your products. Your customers will want to easily know what you are offering and the price. Do you want to make price tags? Do you need an ingredients' label? Do you want a tablecloth to dress up your table? Do you want sign for the front of your table?

(4) Selling

You are now ready to sell. You will need to be at your stall and welcoming people coming to look at your product. They might have a question; they might want to buy something but are unable to afford the price. They might offer you a cheaper price. Remember, there is "no right price". What the customer is willing to pay and what you are willing to sell it for needs to suit all parties to be happy with the exchange.

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HOW THE DAY WORKS

If you are new to the Pop Up Kids Market please read the following

(1) Unpacking and Set Up

- Set up is from 8:00am.
- There will be lots of other people setting up, so please consider what you are using to transport your goods. ie: nothing too big and bulky.
- Everything you have needs to go on or under your table to keep the walkways clear for buyers to move around.
- We cannot guarantee there are chairs for all sellers. If you want to bring ONE chair, please ensure it doesn't prevent the access of other sellers or buyers.

(2) Table allocations

- There are no reserved locations.
- When you arrive, you will be allocated a table somewhere in the market hall.
- The halls will have rows of tables and spots for people who have opted for the BYO table approach.

(3) Conduct

- This is a volunteer run community event -> please adhere to the requests of the coordinating team.
- This is a kids' market and not 'Wall Street'; be generous in your tone and negotiation approach to buyers and other sellers.
- Be respectful of all people and courteous in your communication.
- Clean up after yourself and assist others where practical.
- This is a City of Stirling endorsed event, with the bowling club premises booked by the organisers, We Are Yokine. We reserve the right to ask people to leave the event if they are being disrespectful, unhelpful or acting in a manner that is contrary to the community nature of this event.