

Pop Up Shops

Use this sheet to guide your young people on how best to set up their pop up shops.

If you are using a selling event to sell your products then it's important to think about setting up your **pop up shop**.

1. Where will your shop be?

Visit the location before and plan where your products will be set up. If you are outside, consider what you will do if there is bad weather? How will you protect your products? Get there early to set up the shop. Is your pop-up shop in a good location, will people be able to see your stall?

2. How many people will you need for your stall?

Do you need a rota so team members will know when to attend? The whole team will not need to be there if there are no jobs for them. Will there be other jobs for your team to do on the day, such as handing out flyers advertising your shop?

3. How can you make your stall stand out?

Will you have a display to grab your customers' attention? Do you need any special materials to keep items in place? What colours, themes, etc. are best to show off your products?

4. How will you display your products?

Can you create display boxes or stands to hold your products? Make sure your prices and any offers can be clearly seen.

5. How will you sell your products?

How will you get customers to come and look at your stall, will you use some of your team to help gather interest?

How will you give customers change and store money safely? Make sure you have enough space for social distancing.

Will you take orders? If yes you will need to get an order sheet ready (e.g. product, quantity, price, name, address, phone number, paid or not – also provide a receipt if taking money in advance).

Have a plan for special offers in case your sales are lower than expected.

Do you need to provide bags for customers?

