



# How to start your business at a local market

A Vendor Handbook



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Written by David K O'Neil

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“If the average citizen is guaranteed equal opportunity in the polling place, he must have equal opportunity in the market place....”

Franklin D. Roosevelt (1882–1945), U.S. President



# Why Markets are Good Opportunities for Minorities

**Markets have always been a place of opportunity** for minorities, immigrants and others who want to start a business but who may not have a lot of money.

**Markets are something we all share.** The market tradition is shared by every culture on every continent.

**The market tradition is very much alive** again in the United States, and the energy, ideas and products introduced by minorities are making them much more interesting, attractive and inclusive. The best markets are the most diverse and bring the most people together.

**It doesn't take much money** to start a market business—it is one of the cheapest places to start a business. However, it does take a lot of energy and commitment to make it a long term success.

**You are your own boss.** But you must be good at self-motivation and have a pleasant personality that can get along with many different types of people.

**Success at a market is not automatic,** it is reached through a combination of factors such as location, size, prices, reputation and the overall experience and not all vendors are successful. It is the vendors (you!) and the quality and consistency of your products that make a market successful and bring people together.



## Markets...

- Are more popular than ever;
- Have low start up costs;
- Are a fun way to make money and socialize;
- A great place to experiment with new products and ideas and get immediate customer feedback;
- A good way to improve your language skills;
- Can lead to new opportunities through exposure to new people;
- An easy way to improve your business skills

# Market Opportunities for Minority Vendors

Markets have and always will provide great entrepreneurial business opportunities for minorities because they require low set-up costs, with little risk. In fact, the *USDA National Farmers Market Manager Survey 2006* reported that the percentage of minority vendors at farmers markets was higher than the percentage of minority farmers in the general farming population.<sup>1</sup> After a national scan we discovered that a few markets have an explicit mission to support minority vendors (see below), and several training programs have also been established, primarily for minority farmers, which include a market vendor training component to their curriculum (see pg. 7). In addition, several organizations have developed farmers market vending handbooks, but there appears to be a lack of dedicated training programs or handbooks for minorities interested in vending at any type of market.

<sup>1</sup> *USDA Farmers Market Manager Survey 2006*. Washington, D.C., 2009.

## Markets

### Mercado Central

Minneapolis, MN  
<http://www.mercadocentral.net/>  
612-728-5485  
[egeorge@ndc-mn.org](mailto:egeorge@ndc-mn.org)

This indoor market is focused primarily on Latino products sold by Latino vendors.

Product mix: fresh food, prepared food, clothes, shoes, jewelry, music, books, and services.

### Fruitvale Public Market

Oakland, CA  
<http://www.unitycouncil.org/services12.htm>  
(510) 535-6900  
[unitycouncil@unitycouncil.org](mailto:unitycouncil@unitycouncil.org)

This indoor/outdoor market was founded as a small business incubator providing low-cost storefront space and technical assistance services to members of the Fruitvale and San Antonio neighborhoods of Oakland, CA.

Product mix: baked goods, clothing, beauty products, flowers, and crafts.



Mercado Central Market



Fruitvale Public Market

# Training Programs

## **Agriculture and Land-Based Training Association (ALBA)**

Salinas, CA

[www.albafarmers.org](http://www.albafarmers.org)

831-786-8760

Serving the neighboring Latino population, ALBA hosts a Small Farmer Education Program which dedicates a portion of their curriculum for sales and marketing training.

## **New American Sustainable Agriculture Project (NASAP)**

Lewiston, ME

[www.ceimaine.org/content/view/115/164/](http://www.ceimaine.org/content/view/115/164/)

207-777-5131

[nasap@ceimaine.org](mailto:nasap@ceimaine.org)

NASAP works with Somali refugees to help them develop a farm business and also provides marketing assistance so new farmers can sell their produce at a farmers market.

## **New Farmer Development Project (NFDP)**

New York, NY

<http://cenyc.org/greenmarket/nfdp>

212-788-7476

The NFDP identifies, educates, and supports Latino immigrants with agricultural experience to become local farmers. Their training program includes a section on vending at farmers markets. Upon completion of the training, successful growers are placed in a farmers markets through the New York City Greenmarket system.

# Other Vendor Training Materials

## **Farmers Market Coalition Resource Library**

[www.farmersmarketcoalition.org/resources](http://www.farmersmarketcoalition.org/resources)

While the number of training and support programs for minority farmers is growing, and many of these include direct marketing lessons, there is still a lack of educational opportunities for ALL types of market vendors—flea, craft, re-seller, etc. However, the best training has and always will be found in the market itself. You will learn the most about how to create a successful business by being a market vendor. Learning from your own mistakes, getting advice from your fellow vendors, and customers telling you what they like and don't like about your business will be the best training money can buy!





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“I was a street vendor; the Reading Terminal Market has been a blessing for me and I have been here for 26 years.”

Charita Powell, Jewelry & Gift Vendor



# What Type of Market is Best for You?

There are many types of markets that you could consider. Here are the most popular types:



**Farmers Markets** Usually reserved for farmers that grow their own products. Some farmers markets will also allow a small number of craft stalls and prepared foods.

**Art Markets** Most art markets are short term (a weekend or a day) but some run every weekend for most of the year. Often, these are 'juried' markets, meaning you have to show samples of your work to a group of people who decide if it is acceptable.



**Indoor Markets** These are also called 'market halls' and most feature vendors selling fresh and prepared foods (butcher, baker, fishmonger, cheeses, ethnic foods and so forth). Some also allow a limited number of crafts and/or non-food items. Each market is different, so you will have to check out the specific opportunities with the market manager.



**Flea Markets (also called Swap Meets)** These allow a wide range of merchandise from new goods, to used goods, food, crafts, electronics, furniture, collectibles and more.

**Holiday Markets** Usually operate between late November through December. Products are mostly gifts for Christmas, Hanukah or Kwanzaa. They tend to have longer hours and can be open into the evening. Many also have food booths and entertainment.

**Community Markets** Usually small and short term. These markets are showcases of the people and products in the local community and can include handmade goods, baked goods and used items. Sometimes a community market combines with a farmers market.

**Street Markets or Fairs** Some towns close a street to traffic and set up market stalls with food, art and general merchandise. There is also some entertainment, music or displays. These are also special events and generally do not occur every week.

# Finding Your Market

## The best sources for finding markets

**Word of Mouth:** ask your friends, neighbors and local shopkeepers.

**Yellow Pages:** check for alphabetical listings under craft market, flea market, farmers market, holiday market, etc.

**Local Newspapers:** look for advertisements or stories.

**Internet:** the best place to get information today.

## Markets Search Engines

### Flea Markets

**[www.keysfleamarket.com](http://www.keysfleamarket.com)**

This site allows you to search by state.

### Farmers Markets

**[www.localharvest.org/farmers-markets](http://www.localharvest.org/farmers-markets)**

This site allows you to search by state or by zip code.

### Holiday Markets, Craft Markets and other markets

Search the internet using key words 'holiday markets' or 'craft markets' and then add your city. For example, if you are looking for a craft market in Boston go to the internet search bar and type: *craft market Boston*

## Research

Once you've found a market, you need to determine if it is the right market for you. Visit the market—look around—what are people selling? What are people buying? Is it a nice atmosphere? Do you feel comfortable there?

Talk to some of the vendors—they are always a good source of information.

### Contact the manager

The next step is to talk to the person in charge. Every market has someone who is responsible for talking to new people interested in selling at the market. If you have done your research it will be easier to start a conversation with them. Many markets will have a procedure for applying to the market and will tell you what to do.

Sometimes, the easiest thing is to find the manager at the market and introduce yourself and tell them you are interested in opening a stall. They will usually tell you what to do right then and there. Remember, when you first meet the manager your impression is important, so make sure you are wearing something presentable.

# Questions to Ask

## Questions for the Manager:

**Merchandise** What is permitted and not permitted?

**Rent** How much? Are there other fees or expenses?

**Rules and Regulations** How does the market operate?

**Set-up** What do you need to bring?

**Fees and Permits** What are the requirements?

## Questions for the Vendors:

**Customers** What kind of customers shop here?

**Sales levels** Is this a profitable market for vendors?

**Products** What type of merchandise works best here?

**Operations** Is the market well-run?

**Atmosphere** Is this a nice place to work?



# What to Sell?

**Choosing what to sell is as important as finding the right market.** You have to be comfortable at your stall and knowledgeable about your products. If your English is limited, sell something that does not require a lot of explaining.

A good market manager might give you some direction. They might say, “Oh we are looking for more vegetables, or we are looking for someone who makes tacos with local fish.” Be sure to ask!

**Visual appeal is important** People should immediately recognize what you are selling.

**Highlight your culture** Introduce your culture's specialties to the mainstream public.



ready-to-eat foods

**Arts and crafts** sell well. If you are good with your hands or have good contacts with artists think about some arts or crafts that people might like.

**Imported products and foods** always work well in markets.

**Used items** are often found at flea markets, and are usually things like clothing, tools, collectibles, and furniture.

**Fresh food** is very popular at markets—and farmers markets are the fastest growing type of market today. Urban gardeners are also having some success selling at markets.



arts and crafts

**Prepared foods** are also popular, such as baked goods, condiments, jellies, and candy. People like products that are fresh and that look and taste 'home-made.'

**Ready-to-eat foods** for a meal or snack always go well at a market. You can bring in foods that are already made, or make meals at the market in front of your customers.

## Regulations for Food-Related Vendors

Health regulations and policies regarding the inspections of markets vary state to state, and even county to county. Contact your market manager to find out what your local regulations require.



fresh foods

**No matter what you decide to sell** you must have **Product knowledge** and credibility, a **passion** for your products and enthusiasm with your customers, **capacity** and **reliable suppliers** who can get you what you need.

# Starting Small

It is easier to grow your business if you start small.

**Keep your expenses and risk low** in the beginning.

**A market business can be started for very little money.** Our 2003 study of public markets revealed that 83% of vendors financed the start-up costs of their business with personal savings, and 54% of vendors spent less than \$1,000 to start their business.<sup>2</sup> If you start small the only costs are inventory, rent and maybe some transportation.

The basic market space is called a 'stall' or a booth. In the beginning, **a small stall is better** than a big stall.

**Product displays look better and fuller in small spaces.** Full stalls attract more customers than large displays with a lot of unused space.

In the beginning, it is important to **be a good listener and observer.** Grow your business by learning what people want, you can make little changes every week and watch your business grow.

As your business builds, you can increase your inventory and **make changes based upon experience.** This is the best way to grow a market business.

Many markets have repeat customers every week—you will get to know these people and establish **social relationships.** You are developing a business reputation through personal connections. If your customers learn to trust you and know you have good products, they will tell their friends and help you grow.

<sup>2</sup> *Public Markets as a Vehicle for Social Integration and Upward Mobility.* New York, 2003.



**Start small  
and grow  
wisely.**









# **THE BASICS OF YOUR BUSINESS**



**“My mother-in-law found this market and thought it was a good location—the location of the market is very important.”**

Brain Wang, American citizen, born in Taiwan  
Fresh Juice Bar Vendor

# Money and Taxes

## Set-up Costs

A market operation is one of the least expensive ways to own your own business. Many small businesses got their start in a market. You should be able to start a market business with only the cost of rent, display equipment and merchandise.

## Ongoing Operating Expenses

Aside from rent you will have transportation, merchandise, employees (optional) and not much else.

## Cash Flow

You should start each day with some change (coins and bills) but don't forget to deduct that amount when you count everything up at the end of the day. A market business can run with very little cash flow.

## Loans

It is rarely necessary to take out a bank loan. Most people use savings or borrow a little money from family or close friends to start. However, start-up costs at a permanent indoor market will generally be higher. Some indoor markets may have small loans available and/or will help pay for the "tenant improvements" to your space as part of the overall lease deal.

## Investing in the Business

As you learn more about the market, your customers and your sales levels, you can decide how to invest in your business' future. Do you want to buy more products? Do you want a bigger stall?

## Employees

In the beginning, you can probably run everything yourself. If it is too busy that means you are doing a lot of business (great!), so hire someone to help out. There may be people around the market who are looking for temporary work.

## Primary versus Secondary Income

A lot of market businesses start out as secondary income. It is like a part time job, except that you are the boss. If you are successful you may get to the point where you decide to quit your other job.

## Taxes

Market businesses must pay taxes. You will need a Tax Identification Number and you should check with the market manager (or other vendors) to see what taxes are required at your market. In most states you will need to get some kind of a business license that registers you with the local authority and some markets require that you display the license at your stall.

Tax laws are different in every state and sometimes can be confusing, so be sure to take the time to understand them properly.



# Recordkeeping

Don't go overboard with paperwork! A simple ledger is all you need to start.

Simple records will help you evaluate your progress and make plans. For example, in your second year you can look back and see what you sold on the same days in the previous year and see if there are any products that you ran out of so you can bring more this year.

## Items to Keep Track of

### Inventory

A listing of everything you brought to market and prices

### Employees

Names of everyone working at the stall

### Expenses

Rent, transportation, supplies, incidentals

### Sales

Number of products sold and total sales

### Weather

A short reminder of what the day was like

### Observations

Other relevant factors such as holidays, special events, etc.

### Reminders

Notes to yourself like customer requests, new ideas, etc.



Once you have established your business, you are ready to begin selling at a market!

# What You Need

## Permanent Indoor Market

You will be required to 'build out' your stall with permanent fixtures, utilities, lighting, counters, etc. These stalls are more expensive than outdoor stalls, and can cost anywhere from a few thousand, to tens of thousands of dollars.

- Display counters
- Refrigerated cases (for fresh foods)
- Transaction area
- Work space
- Storage
- Lighting
- Signs for your company & products

## Temporary Outdoor Market

Try to use items that you already own, or borrow from family and friends. If you have to buy everything new, it should cost less than a couple hundred dollars.

Some outdoor markets have access to water and electricity, but many do not so make sure you know what to expect before your arrive.

- Pop-up Tent (optional)
- Display table(s), folding
- Boxes or shelves for displays
- Chairs (one or two)
- Tablecloth
- Trash/recycling receptacle
- Money box (bring change!)
- Signs for your company & products

# Stall Layout

## Location

When you are doing your research about the market, take some time to observe the traffic flow. Where are customers entering? What part of the market is the busiest? Which vendors are doing the most business?

At an established market, the best spaces are usually reserved by vendors that have been there for a long time. You may have to 'put in your time' to move up the list for one of the better spaces. But, you may have some choice about your location, so choose based on what will be best for you.

## Visibility

Once you have a space assignment walk around and look at it from every possible angle to see how customers will look at your stall. This is a very easy and important exercise. Make sure that your displays take advantage of all the sight lines—make it easy for customers to see you and your merchandise.

## Cover/canopy

Some markets require a covered stall and some do not. Hot and sunny weather and health regulations are all reasons why you may need a cover. Many outdoor vendors use 'pop-up' tents that are large, square umbrellas and open simply. They come in various sizes, so be sure you get one that will fit into your assigned space at your market.



*typical pop-up tents*

Some markets also require that you secure your cover. Always have rope and a weighted object (such as a bag of sand or pail of cement) to anchor your cover.

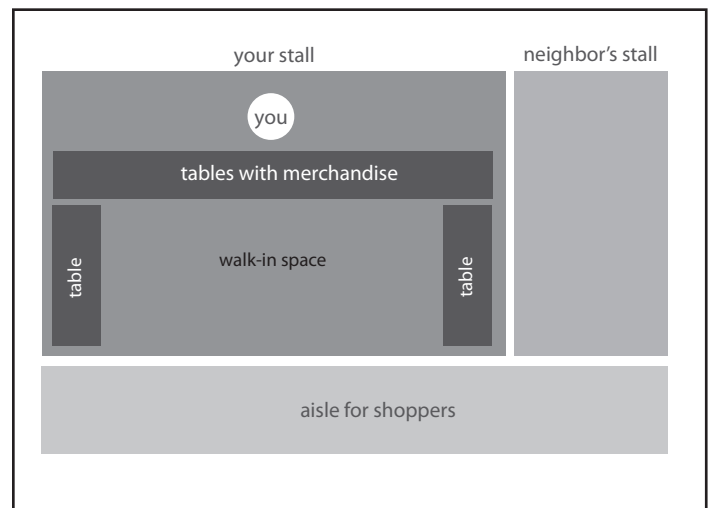
## Display Layout

You can configure your stall in a number of ways.

The most common is to set the table directly on the aisle and let customers stand in the aisle to browse and buy. You can also create a 'walk-in' stall with an opening that lets people walk into your space: a U-shape, open at the front, with tables lining the inside perimeter or your stall; or, you could set up a U-shape with a small table in the center that customers walk around.



*Table-on-the-aisle setup*



*U-shaped walk-in stall*

The U-shape stalls work best in a large space and can be hard to do in one stall. It is recommended that you start with a display that faces the aisle; this will give your customers the most exposure to your merchandise.

## Lighting

If your market is during the day and there is enough sunlight you may not need to bring any artificial lighting. However, you need to think about the effect natural sunlight will have on your product. If you have perishable goods, such as greens, the sun may harm your products and you will need to control the sunlight with a tent or canopy.

Remember to move your products and displays during the day to either avoid or take advantage of the sun's light.



If you need artificial light, find out if it is supplied by the market, or if you bring your own. When you set up artificial lighting, make sure the source of light is shielded and not directed into customer's eyes.

### Signage

All of your products must be labeled and priced. This seems obvious, but it is amazing how often people don't do it. If something does not have a price, most people will not buy it.

Signs can be handwritten or printed. Either is fine as long as they are simple and easy to read. If you use a laminated material, you can erase the signs with a cloth and change the words and prices during the day.

### Preparation and Activity

People are drawn to action so always try and have an 'active' stall. If you don't have any customers shopping, you should be making something, rearranging displays, cleaning the area in and around your stall, adjusting signage—*anything* that gives the space a little life.

### Storage

As you get more successful you will want to bring more products to the market. Customers like abundance so display as much of your product as possible. Instead of storing product, put out as much as possible without overdoing it.

If you need additional space for products, start by storing them in your own vehicle. Some markets let you park at your stall, and others require that you unload and then move your car or truck. If you have to move your car to a remote parking area plan on going back and forth to get more products. Or, expand your stall by renting another stall.



*Have clear signage for your business*



*Put clear prices on everything*



*Bring a chair, but don't sit down!*













“The market has become like a second family to me—and my children will probably be taking over the business.”

Kamal Albarouki, American citizen, born in Syria  
Middle Eastern Specialties Vendor



# Characteristics of a Successful Market Business



## Quality

This cannot be overemphasized. Customers cite quality as the most important reason for selecting where they shop. Quality does not have to mean expensive or one-of-a-kind. Quality begins with appearance and ends with taste. Customers think that if a product looks good it must taste good. Quality will sustain a market over the long run and will distinguish you from your competition.

## Customer Service

Think about your customers' point of view and needs.

The personal attention you give to your customers is not only expected, it is expected to be excellent. Customers want the personal touch that distinguishes a market from its competition. Act friendly and professional at all times.

From the moment a customer signals that he or she needs some help you have to be ready. You must look available. If you are busy always keep an eye out for customers.



Take care with their merchandise and make sure you are doing what they want. Always ask your customers questions: Which loaf of bread, or which chicken would they like? Do they want it cut up? Are they going to eat it tonight? Does it need to be wrapped for the freezer? Do they need some information about how to prepare it?



If you are selling vegetables or fruit let your customers know where it was grown.

Ask them if they need an extra bag for other packages they may be carrying.

Put yourself in their position and think about how you would want to be treated. If you give excellent service people will remember and you will begin to develop customer loyalties and build your business.

## Shopkeeping

Think of your market stall as alive, like a garden that always needs tending.

There is always something to do. Restock, clean, set up or change displays. Does the front of the stall look good? It is a good idea to constantly wander in front and see how things look from a customer's perspective. Is the floor in front clean and dry? Are the cases clean? Put out some samples. Check your labels. Are your prices okay? Are there any holes in the display? Is the stock looking tired? Are the lights clean?

If you don't take care of your stall – no one will! The level of care and concern that goes into a market business is one of the dynamics that make them so appealing to customers. Don't ever just sit there and wait for customers. It sends the message that you don't care about your stand and then your customer will think you don't care about them.

## Pricing

Customers care about quality and price. You can get a fair price in a market and make your money on sales volume. Your products cannot be expensive unless you are selling only top, top quality.

Many products available today are found in numerous locations, and so people are very price-sensitive. Even if you are raising or producing a product of your own that no one else has, price is a factor. Ask yourself: what is fair and what is my competition charging?

If you are selling competitive merchandise (which almost everything is), you should be aware of what your competition is charging. Most customers shop for the best price. If you are more expensive than your competition, how do you justify it? Does the customer share this justification?

## Displays

Customers buy with their eyes.

The visual appeal of your stall is your strongest on-site marketing tool. The difference between a good display and a bad display can make a big difference in how people perceive you



*An attractive display*



*A bad example*





*This display is attractive from far away...*



*...and up close*

and your products. Display is an often-undervalued sales tool that is simple to correct. Basic rearrangements of product can make a big difference. A display should have a simple message.

A good display brings out a product's beauty. The arrangement of a display should be artistic. A good display is bountiful. Listen to the old market saying: "Pile it high and watch it fly."

Change displays with the season and even throughout the day. Displays should be changed during the course of the day as supplies change. Use your display to promote products on sale.

Visit other markets for ideas, look at magazines, go to the art museum and look at the still lifes painted by the old masters.

A good display has the power to attract, sell and create impulse shopping.

### **Appearance**

You are a reflection of your product. If you look good your product looks better. Your clothing should be simple and clean. If your market tasks get you dirty have a clean apron or jacket to put on when you are waiting on customers. Personal grooming habits are essential. Look in the mirror and imagine yourself as your customer. Your hands should be very clean when you are handling food.

### **Cleanliness**

Customers are very aware of a market's cleanliness; this is especially true for food markets. Customers are rightfully concerned about their health and want to make sure they are buying their food in the cleanest environment possible. Although many markets get messy by the end of the day, you must keep your stall and the market as clean as possible.

If someone looks at your stall and it is dirty they will walk to the next stall. During the market day take the time to walk around your stall and make sure it looks clean from every angle.

# Building Your Customer Base

You build a market business one satisfied customer at a time. If they are happy, they will tell other people.



**Word of mouth** is the most powerful tool for building your business.

## Know Your Target Customer

Who is your ideal customer? Make sure you choose the right market that has a lot of your potential customers.

## Create a Mailing List

Collect people's email addresses and send out weekly reminders telling them you will be at the market and what you will be selling.

## Accept Credit and Debit Cards

If you accept credit and/or debit cards—especially if your items are expensive—people will be more likely to buy something.

## Accept SNAP (food stamps)

Millions of Americans use SNAP, a federal assistance program, to purchase produce, meat, bread and dairy. Tap into this customer base by becoming a SNAP retailer. To find out more about the program visit <http://www.fns.usda.gov/snap/retailers/default.htm>

## Have a Website

Set up an inexpensive website using something like [blogger.com](http://blogger.com) or [sites.google.com](http://sites.google.com). Make it another place where customers can buy your products.

## Start a Buyers Club

Create a frequent shoppers club with special offers.

## Advertise and Promote

Remember that word of mouth is the best advertising, so do not spend a lot of money advertising in the beginning until you know what will work.





# How to Sell More

Use the **Three Second Rule** to entice customers and sell more products.

**What is the Three Second Rule?** At any good market there is so much going on and you are competing with other vendors for a potential customer's attention. Customers only have three seconds to walk by and look at an average sized stall and decide whether they want to stop and buy your products.

You must have a great looking stall so customers quickly understand what you are selling, or they will just keep walking along to the next stall.

Take the time to look at your stall from the customer's point of view. Is it obvious what you are selling? Walk into the aisle and look at your stall from every angle. Does it look good to customers approaching from all sides?

Your displays should be **simple** and **full**.

Height is your friend, **build your product up**.

Place **products in tiers** at different levels.

**Highlight your product's color**; people are drawn to color.

Have some motion: people are drawn to activity. **Don't sit down!**

**Put prices are on everything!**

People do not like to ask how much something is so they will walk away if it isn't obvious.

Your most **valuable space is on the aisle**, so use it wisely.



*Use height to your advantage*



*Highlight color*



*Put clear prices on everything*





Keep things clean and tidy...



...not messy like this

### Innovation

Customers expect to see something unusual and exotic at a market. Even if your stall only sells a few products that are different draw attention to them. Customers like to see that you are always looking for new items for them to try. A good market carries the usual products and offers new and exciting items to entice the palate or imagination. Stay on the lookout for new products or specials. Sometimes the market business falls into the entertainment business, so have some fun and entertain your customers.

### Personality

Customers select a market not only for the products and prices, but for the people. The market environment is very social and people love to mingle with their neighbors or chat over the counter as their order is being readied. Get to know your customers. Care about them. Talk about your products. Ask them how they liked what they bought from you before. Compliment them on their appearance. Ask about their families if it seems appropriate. The market atmosphere should be very friendly and lively. The better people feel, the more they are likely to return.

Market customers tend to be very local. The same people coming in day after day, week after week are what will keep your business open. Lighten up and enjoy yourselves as you work and the customer will pick up on this positive energy and they will feel welcome and comfortable in the market.





# Be a Strong Competitor

Competition drives the market. It is intense and often uncomfortable.

Many small businesses cannot survive alone. In a market everyone is stronger if they work together and compete together. **Competition is good for your business.** In a market, competition is intense because it is so immediate and close, but that energy is what excites the customer and contributes to the market's atmosphere.

You must work hard. You must have credibility. You must enjoy the life.



**Who else** is selling the same products as you? What can you do better? Can you have better prices? Why would someone buy from you and not your competition?

**Where** is your competition selling? Do they have a better location? If yes, how can you get people to come to your stall?

**Why chose you?** Customers are very price sensitive and will look for the best price. Other customers want the best quality and will search for that. You have to decide what will give you the best competitive edge.

**Vulnerability** If you have a good idea people will copy it. Plan for competition, even if you do not have any in the beginning.

**Flexibility** One of the great things about having a market stall is you can change fast. If you get some competition you may have to lower your prices, add something new, make your display more interesting—do something—do not just sit there and let your competition take business away.



**“Selling at farmers markets has given me the means to sustain my farm, pay my expenses, and this year it will allow me to pay for my daughter to go to college.”**

Ana Angel, born in Mexico  
Farmer and market vendor





# Sample Application Form

Thank you for your interest in the Downtown Phoenix Public Market (DPPM). We are pleased to solicit APPLICATIONS for vendors.

**Location:** The vacant lot on the southeast corner of McKinley Street and Central Avenue

**Set-up:** Open air. You furnish your own tents and tables.

**Days and Times:** Wednesdays 4 p.m. – 8 p.m. year-round  
Saturdays 8 a.m. – 1 p.m. October - May  
8 a.m. – noon May - October

## **The Market welcomes the following types of items:**

**Agricultural** – From farmers who raise, cultivate and harvest their produce, herbs, flowers and nursery crops to sell at the market. Also included are items from beekeepers, egg, dairy and meat producers and fishermen and farmers who process their own raw product into “value-added” items.

**Crafts** – From people who craft with their own hands the products they offer for sale at the market. Crafts containing materials native to Arizona or the Southwest as a major ingredient in the product for sale (min. 50%), will be given preference.

**Prepared/Processed Food Vendors** – From those who offer fresh food products they have processed themselves into products for sale. These are ready-to-eat or pre-packaged items. Vendors who sell value-added food products are encouraged to use locally-grown ingredients. The percentage of locally-grown ingredients in your product may be a factor in your admittance to the market.

**Vendor Selection** - Your APPLICATION will be reviewed by a Vendor Selection Jury that will review all applications to the Market to ensure that your products meet the criteria listed above. If selected, you will be asked to provide any outstanding permit/insurance information, as well as a signed market agreement and your annual fee.

## **Fee Structure**

**Annual Fees:** Saturday Market: All participating vendors will be charged an annual fee of \$65 for your first 10' x 10' space requested, and \$40 for every space thereafter. Wednesday Market: All participating vendors will be charged an annual fee of \$65 for your first 10' x 10' space requested, and \$40 for every space thereafter.

**Daily Fees:** In addition to Annual Fees, we request a fee of 10% of your daily sales each Market day.

**Equipment Rental:** The Market has a limited amount of extra tents and tables available. There will be a \$5/day charge for the use of these.



# Sample Application Form

## DOWNTOWN PHOENIX PUBLIC MARKET VENDOR PRE-APPLICATION

Business Name: \_\_\_\_\_  
 Contact Name: \_\_\_\_\_  
 Mailing Address: Street/P.O. Box \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_  
 Physical Location: Street(s) \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_  
 Phone: Business (\_\_\_\_) \_\_\_\_\_ Home (\_\_\_\_) \_\_\_\_\_ Cell (\_\_\_\_) \_\_\_\_\_  
 E-mail address: \_\_\_\_\_ Website: \_\_\_\_\_  
 Names of employees/family members etc. who may sell for you at the Market: \_\_\_\_\_

Saturday Market: Days you expect to participate (please circle) or, select ALL WEEKS (please circle).

	Jan 09	Feb09	March 09	April 09	May 09	Jun 09	Jul 09	Aug 09	Sept. 09	Oct. 09	Nov 09	Dec 09
Week 1	3	7	7	4	2	6	4	1	5	3	7	5
Week 2	10	14	14	11	9	13	11	8	12	10	14	12
Week 3	17	21	21	18	16	20	18	15	19	17	21	19
Week 4	24	28	28	25	23	27	25	22	26	24	28	26
Week 5	31				30			29		31		

Wednesday Market: Days you expect to participate (please circle) or, select ALL WEEKS (please circle).

	Jan 09	Feb09	March 09	April 09	May 09	Jun 09	Jul 09	Aug 09	Sept. 09	Oct. 09	Nov 09	Dec 09
Week 1	7	4	4	1	6	5	1	5	2	7	4	2
Week 2	14	11	11	8	13	12	8	12	9	14	11	9
Week 3	21	28	28	15	20	19	15	19	16	21	28	16
Week 4	28	25	25	22	27	26	22	26	23	28	25	23
Week 5				29			29		30			30

Number of Spaces Requested (10' x 10' each) \_\_\_\_\_

Health Permit # (required for prepared and value-added foods): \_\_\_\_\_

More information: (602) 506-6872 Maricopa County Health.

City Resale Tax # (if applicable): \_\_\_\_\_

More information: 602-262-6785 press 4 or visit <http://phoenix.gov/PLT/licsvcs.html>

Liability Insurance Certificate: \_\_\_\_ yes \_\_\_\_ no

Products you plan to sell (brief description): \_\_\_\_\_

Interested in volunteering at the Market \_\_\_\_\_ yes \_\_\_\_\_ no

Percent of products you sell grown/produced in Arizona \_\_\_\_\_%

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

# Sample Rules and Regulations

## EASTERN MARKET FLEA MARKET – RULES & REGULATIONS

Dear Flea Market Exhibitor,

I am pleased to announce **CONTINUATION OF THE FLEA MARKET AT EASTERN MARKET** in Washington, DC, on Sundays. In 2009 I continued my agreements with DC Public Schools for **OUR 26TH SEASON** our 17th at Hine Junior High School. We are able to accommodate **75 EXHIBITORS EACH WEEK**.

The flea market is located along 7th Street between Pennsylvania and N. Carolina Avenues SE, **ON CAPITOL HILL**. The Eastern Market Subway Station, on the Metro Orange and Blue Lines, is at 7th & Pennsylvania. The location is enhanced by a fine urban neighborhood. **It is A FUN PLACE TO SELL.**

### Three Space Sizes are available:

**SINGLE SPACES**, are about 100 square feet, typically 10' X 10', \$50

**DOUBLE SPACES**, about 200 square feet, (Hine School only) \$100

**SUPER SPACES** are minimally 3 single spaces with the rental being \$40 for each approximate 100 square feet, up to a maximum approximate 500 square feet.

**PREPAYMENT AND A ONE TIME NON-REFUNDABLE \$25 APPLICATION FEE IS REQUIRED.** The prepayment should be for one Sunday only. It will be either refunded or transferred for use on another Sunday if you cancel before Noon Saturday the day before the reservation, or if we cannot accommodate you. It can also be transferred should it rain or snow at Eastern Market between set up and Noon. In that case, we roll over to the next week deposits of our permanent exhibitors. We put the other deposits on file and expect the exhibitor to provide instructions for either an alternative date or refund.

**A PREPAYMENT WILL NOT GUARANTEE A SPACE ASSIGNMENT**, but will assure a place on our waiting list for the date you specify on the enclosed reservation form. We do not confirm reservations. However we shall try to contact you at least 48 hours in advance of your reservation, only if we think we cannot accommodate you.

Exhibitors must **BRING THEIR OWN TABLES AND CHAIRS** and should also be prepared to protect themselves and their merchandise from bad weather. Spaces are outdoors and uncovered. Most are without shade. Advertised hours are 10 a.m. to 5 p.m.

At 8:30 a.m., **ASSISTANT MANAGERS VERNON BURNETT, WILLIAM "RUDY" COATES, AND CHARLES ELLIS WILL GENERALLY GREET EXHIBITORS** who do not have permanent space assignments outside the Seventh St. SE pedestrian entrance to the playground behind Hine School, located on the Pennsylvania Avenue corner. You may park in the lot immediately adjacent to the school while waiting.

Most of our exhibitors are assigned **PERMANENT SPACES**. This means that they do not have to wait for us to assign them a space each morning. Permanent exhibitors are encouraged to set up before 8:30 and must remove vehicles by 8:30, with no exceptions. Gates to Hine School are opened at 6 a.m. Generally, to maintain a permanent space, exhibitors are expected to prepay for the next Sunday, to exhibit three out of every four Sundays on average and, most importantly, to communicate with us in advance whenever they cannot attend. To request a permanent space, a minimum of one month of exhibition is required.

In support, I shall continue **ADVERTISING** in selected publications and easternmarket.net, which attracted more than about 3.5 million visitors last year. Additionally, its periodic newsletter now has more than 4,600 subscribers. While we continue to emphasize antiques, arts, collectibles, crafts and imports in advertising, other merchandise is eligible. Presently, new jewelry sellers are being placed on waiting lists. Prohibited items include food, animals, weapons, explicit sexual material, personal services, and live plants. Also prohibited are illegal CDs, DVDs, and other unauthorized "knock offs." Exhibitors should not bring dogs and other pets.

That's about it. No vendor's license is required. However, exhibitors are required to collect and pay appropriate sales taxes to the DC government. Information is available at 202-727-4TAX or in person at 941 N. Capitol Street, Customer Service Center on the first floor.

**PLEASE CALL** our DC Metro telephone #703-534-7612 or email: marketflea@aol.com for any other information.



# Project for Public Spaces

Project for Public Spaces is a nonprofit organization dedicated to helping people create and sustain public spaces that build stronger communities.

PPS' **Public Market Program** aims to foster innovation and new models for public markets that are economically sustainable while maximizing their benefits on their communities, and contributing to the creation of the public places that attract a broad diversity of people.

For 25 years, PPS has provided assistance to public market projects in more than 200 cities and towns in both the U.S. and internationally. The goal of the PPS **public markets technical assistance program** is to transfer market skills to participating market sponsors, managers, and community development officials.

We also hold a "**How to Create Successful Markets**" **training course** twice a year in New York City. Learn best practices in market development and management from PPS's experienced markets team and your peers.

For information about these services and to look at our portfolio of past projects, please visit our website:

[www.pps.org](http://www.pps.org)





PPS  
PROJECT FOR  
PUBLIC  
SPACES



U.S. DEPARTMENT OF COMMERCE



MINORITY BUSINESS DEVELOPMENT AGENCY