

INVEST EAST YORKSHIRE

MARKET TRADING GUIDE

Where leading brands are born



MARKET TRADING GUIDE

Many of the UK's largest retailers – Marks & Spencer, Tesco, Amstrad – started as market traders, highlighting the amazing opportunity available to determined traders.

Whether you are an experienced market trader or taking your first steps into retail, the following guide will support your growth journey.

Where leading brands are born



FOREWORD

As the Leader of East Riding of Yorkshire Council, I am proud to introduce our newest business sector guide on Market Trading.



Funded through the UK Government, this guide is aimed at market traders at any stage of their business journey, from start-up through to established traders. As an area that boasts a significant number of market towns, this guide is packed with thought provoking ideas, a wealth of practical tips and considerations to help businesses reap the rewards of market trading. From getting started to visual appeal, and from customer service to attracting new customers; this guide has something for everyone.

Written to complement the comprehensive range of services already offered by the Council's Business Support Team, I would encourage you to speak to a member of the business support team who would welcome the opportunity to discuss your business needs. Details can be found in the Useful Contacts section at the back of this guide.

Councillor Anne Handley

Leader of East Riding of Yorkshire Council

ACKNOWLEDGEMENTS

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GETTING STARTED



MARKET RESEARCH

The first step to running a successful market stall is to understand your target market including, understanding who would buy your products, **who your ideal customers are**, including their preferences, spending habits, **and what motivates them to spend money**.

- **Speak with potential customers** to understand if they would buy your products and why.
- **Look at what other traders are selling**, their pricing, what you feel they are good at, and what you would do differently.

This insight will help you find your unique selling proposition (USP).

Unique selling proposition (USP)

Make sure you have a solid grasp of your **Unique Selling Proposition (USP)** and how you can effectively communicate it.

Your USP will help your products stand out from others in the market. It might be the quality of materials used, your craftsmanship, or a distinctive feature of your products.

Quality and variety

Offering high-quality products is essential for building a loyal customer base.

Ensure that your items are well-made and durable.

Additionally, **provide a variety of options** to cater to different tastes and preferences, which can help attract a wider audience.

Location and fees

Choosing the right market is crucial for your success. Research different markets to find the ones that best match your target audience and product type. **Consider factors like foot traffic, customer demographics, and the overall atmosphere of the market.**

It is important to understand the fee structure of your chosen market. Fees can vary widely depending on the market's popularity and location. **Factor these costs into your budget to ensure your business remains profitable.**

Health and safety

Ensure your stall setup is safe for both you and your customers.

Comply with health and safety standards to prevent accidents and injuries by securing your equipment, manage electrical cords safely and maintain cleanliness.

If you're selling food, adhere to strict food safety regulations.

Obtain necessary certifications, maintain cleanliness, and ensure proper food storage and handling practices.

Staying legal

Before you start trading, **make sure you obtain all necessary licences and permits.** This might include a street trading licence, food hygiene certification (if you're selling food), and any other local council requirements. Check with your local authority to ensure compliance.

Having the right insurance is crucial for protecting your business. Public liability insurance is essential to cover any accidents or injuries that may occur at your stall.

You may also consider product liability insurance and insurance for your stock and equipment.

GAINING EXPERIENCE BEFORE YOU START

Before diving into setting up your own market stall, gaining experience and insights from seasoned traders can be invaluable. For example:

- **Build relationships** and have friendly conversations to gather advice.
- **Learn about logistics**, permits, and efficient setup/close down processes.
- **Get marketing tips** for promoting your stall and attracting customers.
- **Seek advice** on financial management, pricing, and handling seasonal variations.
- **Obtain feedback** on your product ideas for refinement before launching.

Participate in the market community:

- **Join trader associations** for access to resources, training, and support.
- **Attend market events**, meetings, and workshops to learn from others and stay updated on trends.
- **Engage in online forums** and social media groups for advice, shared experiences, and industry news.



By actively seeking insights from other traders and participating in the market community, you can build the knowledge and links necessary to launch your own market stall successfully.

These steps will help you avoid common pitfalls and ensure your stall is set up for long-term growth and success.

ESSENTIALS FOR GETTING YOUR STALL STARTED

If your pitch and the physical stall structure are already provided, focus on the following things:

Product display and presentation

- **Additional tables** or counters if needed for better product arrangement.
- Shelves, racks, or hooks to **organise and display products**.
- Mannequins, stands, baskets, or other props to **showcase items attractively**.
- **Clear and eye-catching signage** with your stall name, branding, and prices.

Financial tools

- **A cash box** with a float of small change for handling cash transactions.
- **A portable card reader** to accept card payments.





Personal essentials

- **Dress appropriately for the weather**, including layers for warmth or protection from the sun.
- **Bring food and drinks** to stay energised throughout the day.
- **A basic first aid kit** for minor injuries or health issues.

Other things to remember

- **Portable power bank** for charging your phone, card reader, or lights.
- **Notebook and pen** for jotting down customer orders, ideas, or inventory notes.
- **Additional covers** for protecting your products in case of unexpected weather changes.

Operational tools

- **Basic tools** like scissors, tape, and utility knives for setup and breakdown.
- **Bins or bags** for collecting waste and recyclables.
- **Cloths, wipes, and cleaning solutions** to keep your stall tidy.

SUMMARY HINTS & TIPS:

1. Choose the right market that fits with your products and target customers.

3. Plan your stall layout for easy access and visibility of products.

2. Visit the market beforehand to get a feel for the layout and competition.



4. Ensure you have all of the necessary health and safety, insurance and licence agreements in place.



5. Prepare a checklist to ensure you have everything that you need for setup.

6. Have a backup plan for unexpected situations like weather changes.

7. Gain experience and insights from existing market traders.



MAXIMISING VISUAL APPEAL



MAXIMISING VISUAL APPEAL

Creating an inviting and visually appealing market stall is essential for attracting customers and boosting sales.

The way you present your stall can significantly influence a shopper's decision to stop, browse, and ultimately purchase your products. A well-thought-out display not only highlights the quality and uniqueness of your items but also sets the tone for customer interaction and overall shopping experience.

In this section, we will explore the key aspects you should consider for enhancing the visual appeal of your stall. From effective use of colour and lighting, to thoughtful arrangement and branding. These tips are designed to captivate the attention of passersby and turn casual glances into meaningful engagements.

Whether you're selling artisan crafts, gourmet foods, or vintage clothing; the visual setup of your stall plays a vital role in standing out in a busy market environment.

Let's dive into how you can create a visually striking and memorable market stall that draws in customers and leaves a lasting impression.

Signage and branding

- **Display clear pricing** to prevent any customer confusion across your different items.
- **Prominently display promotions and discounts** to capture customer interest and boost sales.
- Ensure all signage is consistent with the stall's overall branding to maintain a cohesive look and reinforce brand identity.
- Use note cards to provide detailed information about the products, educating customers and aiding their decision-making process.
- Incorporate signs that **tell the story behind the products**, particularly for items that are handmade or unique, to enhance customer engagement.

Product grouping and accessibility

- **Organise products by theme or season.**
- Use colour-based grouping for attractive and organised displays.
- **Place related and complementary items together** to encourage additional purchases.
- Arrange items by price to help customers shop within their budget.
- Ensure all products are easily reachable for all customers and design displays that are child-friendly and accessible to those with disabilities.
- Keep pathways and displays uncluttered to enhance navigability.
- **Include samples** or demos to actively engage customers, where possible.



Cleanliness and organisation

- Implement a routine for **daily cleaning** of the stall to maintain a pristine appearance. E.g. dust shelves and products frequently to keep them looking fresh.
- **Maintain a visual order** that corresponds with the grouping and placement principles. Keep products neatly arranged and aligned.
- Have a **clear system for restocking items** to keep shelves full.
- **Regularly dispose of waste** and redundant packaging to keep the stall tidy.



Product placement

- **Position top-selling and high-margin items at eye level** to maximise visibility.
- Ensure items are within easy reach and prominently displayed.
- **Give seasonal products prime placement** during their relevant times.
- Change the placement of items regularly to maintain customer interest and expose different items to high-traffic areas.

Seasonal adjustments

- **Regularly update themes and displays** to reflect current seasons or upcoming holidays.
- **Introduce new products** that align with the season.
- Align marketing campaigns with seasonal changes to boost interest.
- **Adapt pricing strategies** based on seasonal demand.
- Manage inventory to ensure seasonal products are stocked appropriately and phased out smoothly.

VISUAL MERCHANDISING PRINCIPLES

Visual merchandising is essential for creating compelling product displays that not only attract customers but also enhance their shopping experience.

By applying key principles such as balance, focus, and emphasis, you will effectively highlight products and encourage sales. This section will explore these fundamentals, offering practical examples on how to implement them to captivate and engage shoppers.

Balance

- **Consider arranging the same number of items on both sides to make your stall look neat.** For example, a flower stall could have equal bouquets of roses and tulips on each side to welcome customers with a pleasing look.
- **Or use different-sized items to create an interesting but balanced display.** For example, an artisan's stall might have a large pottery piece on one side and several smaller crafts on the other to make the stall look lively.

Focus and emphasis

- **Put your best products where everyone can see them easily.** For instance, a preserves stall could place their best selling marmalades and jams at eye level to grab people's attention as they walk by.

Rhythm

- **Use repeating patterns to make your display more interesting and guide customers' eyes.** A handmade soap stall could line up soaps in alternating colours or coloured sections to lead the customer's gaze along the display.
- **Arrange items in a way that naturally leads customers through your products.**
A bakery stall could display goods in order of size from small pastries to larger cakes, encouraging customers to browse the entire selection.

Themes and styles

- **Stick to one theme that tells a story.** A seaside themed stall could use consistent colours like ocean blues and sandy beiges to sell beach-themed décor and clothing.
- **Keep your stall's look consistent to build a strong brand identity.** A vintage clothing stall might use a consistent old school British look to appeal to fans of vintage fashion.

Proportion

- **Offering items in different sizes helps cater to more customers.**
A cheese stall could offer everything from small wedges to large wheels of cheese, appealing to both individual shoppers and large groups.

Contrast

- **Make products stand out** by using backgrounds that contrast with your items.
- **Mixing shapes** can make your stall more visually interesting.

Space

- **Don't overcrowd your display;** leaving space around items can make them seem more important. A jewellery stall could use space around each piece of jewellery to give it a luxurious feel.



SUMMARY HINTS & TIPS:

- 1. Keep it fresh:**
Regularly update your display to keep repeat customers interested and engaged.

- 2. Less is more:**
Avoid clutter by showcasing fewer products with better visibility rather than overcrowding your space.

- 3. Use vertical space:**
Utilise walls and high spaces for hanging items or additional signage to maximise your selling area.



4. **Create focal points:**

Designate eye-catching areas that draw attention to special items or deals.

5. **Reflect your brand:**

Ensure every element of your display aligns with the aesthetic and ethos of your brand.

6. **Customer feedback:**

Listen to what customers say about your display to gauge what works and what doesn't.

7. **Accessibility:**

Ensure all products are within easy reach and the stall is navigable for people with disabilities.

8. **Test and learn:**

Experiment with different arrangements and setups to see what maximises interest and sales.



SELLING & SERVICE



SELLING & SERVICE

Selling and service are crucial for any market stall looking to succeed.

Selling is about convincing customers to buy your products, while service focuses on ensuring customers are happy during and after their purchase. Good service can make your stall stand out and turn casual visitors into regular customers.

It's important to be skilled in selling and providing a great overall service. Selling means knowing what your customers need, showing them your products in the best way, and being good at closing deals. Service, involves helping customers effectively, dealing with their concerns professionally, and always putting their satisfaction first.

Both selling and service involve understanding people, communicating well, and adapting to different customer needs. Being great at both, will boost sales and build a strong reputation that brings customers back again and again.

This section will offer tips on improving selling skills and customer service.



Customer engagement

Engaging effectively with customers is crucial for creating a memorable shopping experience that encourages repeat business. You can build strong relationships and foster a loyal customer base by actively connecting with customers through various touchpoints.

- **Practice friendly greetings** to make each customer feel welcome.
- Share engaging and unique stories behind your products to create an emotional connection.
- **Ask open-ended questions** to better understand customer needs and preferences.

Customer education

Provide useful tips on how to use or care for the products your customers are interested in.

- Set up your stall in a way that **encourages customers to touch, taste, or try items.**
- **Engage with local events** or themes to keep your stall relevant and interesting.
- **Use social media to interact with customers** before and after market days. This could also be a good way to ask for feedback to show you value customer opinions and to gather insights for improvement.





Sales techniques

Effective sales techniques can significantly increase your stall's revenue. From understanding how to initiate interactions to closing sales successfully, mastering various sales techniques helps you maximise each customer interaction and optimise your sales potential.

- **Adjust prices based on demand,** competition, or as part of promotions.
- Think about how to introduce complementary products during a sale.
- **Learn to read body language** and verbal cues to better understand when to close a sale or keep discussing.
- Create urgency with time limited deals.
- Make suggestions based on previous purchases or customer preferences.
- **Communicate prices and deals clearly** to avoid confusion and build trust.
- Plan sales around holidays and special events.
- **Introduce a loyalty programme** for repeat customers.

Product knowledge

Thorough knowledge of the products you sell not only boosts your credibility but also enables you to provide valuable information to customers.

Being well-informed allows you to confidently answer questions, make recommendations, and effectively demonstrate the benefits of your products.



Customer service

Outstanding customer service is the backbone of any successful market stall. It involves more than just responding to enquiries; it involves managing the entire customer experience pre-sale, during the sale, and post-sale to ensure satisfaction and loyalty.

- Ensure customers can get help as soon as they need it.
- **Have a clear, efficient approach for dealing with complaints.**
- Maintain a fair and transparent return policy and make sure customers are aware of it.
- **Consider the needs of all customers**, including those with disabilities.
- Be prepared to handle any emergencies at the stall efficiently.

Technology utilisation

Using technology can streamline operations, enhance customer interactions, and expand your market reach. From mobile payment solutions to inventory management systems, the right technology will help you run your stall more efficiently and effectively.

- **Implement a reliable point-of-sale system** for efficient transactions.
- Accept various forms of electronic payments to accommodate customer preferences.
- **Use software to keep track of stock levels** and sales patterns.
- **Maintain an active online presence** where customers can see products, prices, promotions, and market schedules.
- Collect and analyse customer data in line with data protection requirements to tailor offerings.
- **Incorporate technology in displays** where applicable, like digital screens showing product information.
- Employ necessary security measures to protect customer information and transactions.



Networking and community building

Building a network and engaging with the community are key to enhancing your market stall's visibility and reputation. Networking with fellow traders and participating in community activities can lead to new opportunities, increase foot traffic, and strengthen your market presence.

- **Partner with other local businesses** for cross-promotions or shared spaces.
- Participate in or sponsor local community events to raise your profile.
- **Build a community of customers** by engaging them through newsletters, social media groups, or regular market updates.
- Join local or national trade associations to stay connected with industry trends and network with peers.
- **Engage in mentoring** with newer market traders, sharing insights and building supportive relationships.
- Develop strong relationships with your suppliers to ensure you get the best products and prices. These connections can also lead to exclusive deals that can set your stall apart from competitors.
- **Organise or participate in workshops** that educate the community about your products or related skills. This can position you as an expert in your field, attract interested attendees to your stall, and foster a sense of community involvement.

SUMMARY HINTS & TIPS:

1. **Personalise greetings:**

Welcome each customer warmly to make them feel valued.

3. **Ask open-ended questions:**

Engage customers in conversation to understand their needs better.

2. **Share product stories:**

Enhance interest by telling stories about the origins and benefits of your products.



4. **Educate customers:**

Offer useful tips and demonstrations to show the value and use of your products.

6. **Solicit feedback:**

Regularly ask for and act on customer feedback to improve their experience.

5. **Encourage interaction:**

Set up interactive displays that invite customers to touch and try products.

7. **Participate in local events:**

Stay involved in community events to keep your stall relevant and engaging.

8. **Utilise social media:**

Connect with customers on social media platforms before, during, and after market days.



PLANNING & PROFITS



PLANNING & PROFITS

Effective planning and financial management are crucial for the success of your business.

This section highlights the essentials for creating a robust business plan, managing budgets, maximising profits, and ensuring smooth cash flow.

It covers the importance of being prepared and making informed decisions based on short-term needs and long-term growth, from establishing clear business objectives and maintaining diligent financial records, to using technology for better efficiency.

Business planning

Effective business planning sets the foundation for success by outlining clear objectives, strategies, and measures for running your market stall. It guides your decision-making and helps you navigate challenges.

- **Set specific, measurable goals** for sales, customer growth, and product expansion.
- Regularly analyse market trends and customer preferences to stay competitive.
- Learn how to **allocate resources effectively**, including budget, time, and labour.
- Identify potential risks and develop plans to reduce them.
- **Outline a long-term strategy** for growth and sustainability.
- **Stay updated on regulations** affecting market stall operations, including licences and taxes.
- Plan participation in events or seasons that maximise foot traffic.
- **Regularly review business performance** and adjust plans to improve efficiency and profitability.

Budget management

Managing your budget effectively is crucial for maintaining financial health and ensuring the sustainability of your market stall.

- **Create a comprehensive budget** that covers all operational costs and planned investments; and keep a detailed record of all business expenses to monitor financial flow.
- **Establish an emergency fund** to handle unexpected expenses.
- **Develop a pricing plan** that covers costs and provides a profit margin while remaining competitive.
- **Conduct regular budget reviews** to stay on track and make necessary adjustments. E.g. Allocate funds for marketing, new product development, or expansion.
- Use past financial data to **forecast future revenue** and expenses.

Maximising profits

Maximising profits involves optimising revenue and operational costs while maintaining excellent customer service.

- **Implement strategies to encourage customers to purchase higher margin items.**
- Source products and materials at the best possible prices without compromising quality.
- **Reduce waste and improve** operational efficiencies to lower costs.
- Use technology to improve customer service and save time.
- **Use discounts strategically** to increase sales volume while maintaining profit margins.
- Regularly analyse sales data to identify best-selling items and optimise inventory.
- **Focus on customer retention** through loyalty programmes and excellent customer service.

Cash flow management

Effective cash flow management ensures you have enough cash on hand to cover daily operations and helps prevent financial strain.

Cash flow forecasting will allow you to predict your cash income and outgoings. But you should also monitor your actual cash flow to avoid any issues and to help you to retain a cash reserve.

Consider talking to your suppliers to negotiate payment terms so that you can avoid late fees and maintain good relationships.

Optimise your stock levels to reduce holding costs but also prepare for any seasonal fluctuations or unexpected downturns.



Investment decisions

Making smart investment decisions helps expand your market stall's capabilities and can lead to higher profits over time.

Consult financial experts to help you to make informed investment decisions and to look at the best funding options for you. Look at completing a cost benefit analysis before making financial commitments and make sure that you consider the return on investment when purchasing any new equipment, technology, or marketing campaigns.

Consider reinvesting some of your business profits to help fund changes.

If you are having success at one location, why not consider expanding to a new location if feasible.



Tax planning and compliance

Understanding and complying with tax regulations is essential to avoid legal issues and ensure your market stall operates smoothly.

- **Be aware of all tax obligations**, including VAT, income tax, and any other relevant taxes.
- **Maintain accurate financial records**, which are essential for tax calculations and compliance.
- **Consider hiring an accountant** or bookkeeper to manage your accounts.
- **Plan ahead for periodic tax payments** to avoid last-minute rushes and penalties.
- **Stay informed on changes in tax laws** that could affect your business.
- **Use reliable accounting software** to streamline tax calculations and submissions.
- **Keep track of all deductible expenses**.
- **Schedule regular reviews of your tax** to ensure you're taking advantage of all available benefits and complying with current laws.

SUMMARY HINTS & TIPS:

1. **Set clear financial goals:**

Begin each year with clear financial goals. Whether it's increasing revenue, reducing costs, or expanding your product offering, having specific targets will help guide your decisions.

2. **Keep detailed financial records:**

Maintain meticulous records of all transactions, expenses, and incomes. Good record-keeping simplifies tax returns and VAT submission, helps monitor business performance and aids in financial planning.

3. **Create a budget and stick to it:**

Develop a realistic budget that covers all expected costs and potential income. Regularly review and adjust your budget to reflect changes in your business and market conditions.

5. **Use technology:**

Implement financial management software or apps to streamline accounting processes, track sales, and manage inventory. This can save time, reduce errors, and provide valuable insights.

4. **Monitor cash flow closely:**

Keep a close eye on your cash flow – the money coming in and going out. Understanding your cash flow patterns helps prevent potential shortfalls and informs better spending and investment decisions.

6. **Plan for taxes:**

Stay informed about applicable taxes and set aside funds regularly to avoid year-end surprises. Consider consulting a tax professional to ensure compliance and optimise tax deductions.

7. **Invest in growth:**

Reinvest a portion of your profits into the business to fund growth initiatives, such as marketing, new product development, or physical expansion.

9. **Leverage seasonal trends:**

Plan for peak seasons by stocking up on best-sellers and maximise your marketing. Similarly, use off-peak times to analyse business performance and prepare for upcoming busy periods.

8. **Seek professional advice:**

Don't hesitate to consult financial advisors or business consultants to get expert advice on managing finances, especially when making significant business decisions.

10. **Review and revise plans regularly:**

The market environment is dynamic, so regularly review your business plan and financial strategies to ensure they remain relevant and effective.

RETENTION & GROWTH



RETENTION & GROWTH

Customer feedback and improvement

Customer feedback is crucial for improving your offerings and increasing customer loyalty. Regularly gathering feedback allows you to adapt to customer needs.

- Use surveys, conversations, or social media to gather customer input, and then implement changes based on feedback to show you value customer opinions.
- Monitor feedback over time to identify recurring issues and improve long-term strategies.

Partnerships and collaborations

Collaborating with other market traders or local businesses can expand your customer base.

Partnering with complementary businesses, like teaming up with a local baker if you sell fresh produce, allows you to reach new audiences through joint promotions or bundled products.

Sharing resources and marketing efforts can reduce costs while increasing foot traffic.

Collaborations also foster a sense of community, opening opportunities for creative sales strategies and customer engagement that benefit all parties.

Loyalty programmes

Loyalty programmes are an effective way to incentivise repeat business. Offering rewards, such as discounts, freebies, or exclusive access to new products, encourages customers to return regularly.

For example, a simple points-based system where customers earn points for every purchase can keep them coming back to redeem rewards. Make the programme easy to understand and accessible, with clear benefits to the customer. You can also integrate your loyalty programme into digital platforms, allowing customers to track their rewards online.

A well-structured loyalty programme not only boosts retention but also helps build a deeper relationship with your customers.

Product diversification

Expanding your product range can attract new customers while keeping existing ones interested.

Offering complementary products or expanding into new categories can create additional revenue streams. For example, if you sell handmade soaps, you could introduce bath salts or lotions to complement your range.

It's important to research your market and customers before diversifying to ensure you're meeting a demand. Introducing seasonal or limited-time products is another way to generate excitement and encourage frequent visits to your stall.

Product diversification not only drives growth but also adds variety to your stall, keeping it fresh and exciting for both new and loyal customers.

Marketing and promotion

Effective marketing is crucial for attracting new customers and keeping current ones engaged. Use both online and offline channels to promote your stall.

Social media platforms such as Instagram and Facebook are great tools for showcasing your products and interacting with your audience.

Regular updates, promotions, and behind-the-scenes content help maintain customer interest. Additionally, participating in local events or fairs can help expose your stall to a wider audience.

A well-thought-out plan increases visibility and drives both retention and growth by attracting new customers and keeping existing ones engaged.

Customer data and personalisation

Using customer data wisely (and lawfully), allows you to personalise interactions, driving both retention and growth. If you are unsure, seek advice to make sure that you are holding and using personal data in line with the UK data protection law.

Here are some key areas to focus on when using customer data:

- **Identify trends** in individual customer purchases to offer personalised recommendations.
- **Tailor promotions to different customer groups**, increasing the likelihood of repeat purchases.
- Use data insights to **refine your product range** based on what customers buy most often.
- **Use data to identify frequently asked questions** or common concerns, improving service efficiency.
- **Review customer behaviour** to anticipate future demands, allowing you to adjust stock or introduce new products ahead of time.



Expanding reach and new customer acquisition

Expanding your reach is essential for growth, especially if you are aiming to attract new customers beyond your regular base. This can be achieved through a combination of online presence, event participation, and collaborations with other businesses.

Expanding to online sales can significantly broaden your audience, especially if you offer shipping options.

Here are key strategies for expanding your customer base:

- **Sell products through e-commerce platforms**, giving customers the convenience of buying from home.
- **Use targeted ads on social media** platforms to reach potential customers in specific locations or demographics.
- **Set up pop-up stalls** in different locations to introduce your products to new audiences.
- **Participate in new markets or fairs** to reach fresh audiences in different areas.
- Build an email list to **send out regular newsletters**, product updates, and exclusive offers, keeping customers engaged and encouraging repeat purchases.
- **Partner with local influencers** or bloggers to promote your stall and products to their followers, broadening your reach and introducing your offerings to new customer groups.



SUMMARY HINTS & TIPS:

1. **Consistency is key:**

Ensure that your product quality and customer service remain consistent to build long-term trust.

3. **Listen to feedback:**

Actively seek out and act on customer feedback to improve your offerings and service.

2. **Be approachable:**

Maintain a welcoming and friendly attitude; approachable traders are more likely to attract and retain customers.



4. **Engage on social media:**

Regularly update and engage with your audience on social media to keep them connected to your brand.

6. **Stay updated on market trends:**

Keep an eye on market trends and adjust your offerings accordingly to stay relevant.

5. **Offer value beyond products:**

Provide tips, how-to guides, or tutorials related to your products to add value to your customers' experience.

7. **Reward loyalty:**

Always make loyal customers feel appreciated with special deals or early access to new products.

8. **Adapt to customer needs:**

Be flexible in responding to customer needs and preferences, showing that you care about their satisfaction.



USEFUL CONTACTS

To find out more about the markets operating in East Riding,

Visit: www.eastriding.gov.uk/leisure/tourism-and-attractions/visiting-a-market

Useful contacts:

Business support

Telephone: 01482 391622

Email: business.support@eastriding.gov.uk

Website: www.investeastriding.co.uk/business-support

Business waste

Telephone: 01482 395580

Email: business.waste@eastriding.gov.uk

Website: www.eastridingbusinesswaste.com

Food services

Email: food.services@eastriding.gov.uk

Website: www.eastriding.gov.uk/business/food-services

A Boards:

Website: www.eastriding.gov.uk/environment/roads-streets-traffic-and-parking/apply-for-an-a-board-licence/

Trading at a market

Telephone: 01482 395904

Email: markets@eastriding.gov.uk

Website: www.eastriding.gov.uk/business/trading-at-a-market

Other links:

Trading standards

www.eastriding.gov.uk/business/trading-standards

National Market Traders Federation

www.nmtf.co.uk

Visit East Yorkshire

www.visiteastyorkshire.co.uk

East Riding of Yorkshire Council Switchboard

01482 393939



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