

Marketing Plan

Promotion

How will we advertise?

How will we promote our stall during market day?

Place

What equipment will we need to set up our stall?

How much space do we need?

Where will we set up our stall – do we need to consider similar stalls?

Packaging

How will we package our products?

How will we display our products?

Price

What price have we set?

How much float will we require?

How will we manage security?

Potential

Who are our potential customers? (ages, groups, gender)

Potential

Who are our potential competitors?