TIPS OF THE TRADE:  
PROFITABILITY & MARKETING

Keep Market Clean; Always Beautiful
✓ Your market is your community; make it beautiful.
✓ Keep it simple, uncluttered, colorful and inviting.
✓ Create an environment you want to experience/sell products that you would buy.

Know Your Customer
✓ Know your customers (e.g. cultural food preferences, schools nearby, holidays).
✓ Communicate: Ask their opinions and listen to their requests.
✓ Treat your customer as a family member or friend.

Create Customer Experience
✓ Persuade customer to buy through creation of stories, use of themes, and use of color.
✓ Make sure your market is easy to navigate (e.g. clear pathways, directional signage, etc.)
✓ Everything needs pricing.

Know Your Product
✓ Keep moving your product; watch shelves and restock throughout day.
✓ Know when it’s time to reorder and/or get rid of product.
✓ Know how much products cost and strategies for selling.

Market Your Brand Inside the Market
✓ Create ambiance and signage.
✓ Let your customer know who you are and what you care about.
✓ Promote products that make you money.

Know Your Business; Increase Cash flow
✓ Offer products and services that your competitor doesn’t.
✓ Create different businesses for continual cash flow (e.g. make smoothies)
✓ Be aware of what/when products sell the most.
✓ Create fixed promotions (e.g. End of the Month Sale).
✓ Upsell, cross-sell, blended average margins.

Know the Real Estate of Your Market
✓ Make your displays visible to customers.
✓ Put produce up front & highlight seasonal items.
✓ Encourage healthy product impulse buying/moneymakers in high traffic areas and near cash register.
Stay Consistent with Product Offerings
✓ Keep core assortment so customers trust they will find it.
✓ Build on core products with seasonal/add on items.

Tell Stories, Merchandise, Crossover Products
✓ Create seasonal stories with multiple products (e.g. holiday cooking/baking).
✓ Merchandise big products; taller than small.
✓ Create commodity/theme groupings (e.g. beans & rice)

Marketing Outside
✓ Create a logo; promote offerings on exterior product signboards.
✓ Create product and promotional flyers to post in community.
✓ Social Media: Create Yelp/Facebook/Instagram accounts; update listing on Google and check your reviews, link to partner websites and businesses. Post photos of products/activities online.