

# Market Day Preparation



Get Ready for an Exciting Market Day. Showcase your creativity, present your amazing products, and inspire people to buy what you've created

## 1. Product/Creation Details

- ☐ What product/service are we selling?
- ☐ What makes it special? (Unique feature or value)
- ☐ What materials/resources do we need to create it?
- ☐ How long does it take to make each unit?
- ☐ Can we scale production if demand is high?

## 3. Branding & Marketing

- ☐ Come up with a catchy name for your business/product
- ☐ Design a Marketing Poster to showcase your product
- ☐ Create a Business Card with your team name and contact details
- ☐ Use colours, fonts, and logos that represent your brand
- ☐ Develop a simple sales pitch (one-liner explaining your product)
- ☐ Plan how to promote the product (word of mouth, social media, etc.)

## 5. Financial Plan & Pricing

- ☐ Calculate the cost per unit (materials + labor + extras)
- ☐ Determine a selling price (Cost + Profit Margin)
- ☐ Consider competitor pricing (Too high or too low?)
- ☐ Estimate potential earnings (If we sell X units, how much profit?)
- ☐ Plan a budget for expenses (Materials, marketing, booth setup)

## 7. Engagement & Sales

- ☐ Practice a friendly and confident sales approach
- ☐ Engage with customers (Ask questions, give product demos)
- ☐ Offer a deal or discount (e.g., buy 2 get 1 free)
- ☐ Encourage feedback from customers
- ☐ Keep track of sales and inventory

## 2. Create a Team with Complementary Skills

- ☐ Who will handle production? (Crafting, assembling, etc.)
- ☐ Who will manage sales? (Talking to customers, closing deals)
- ☐ Who will work on marketing? (Creating posters, social media posts)
- ☐ Who will manage money? (Tracking expenses, handling payments)
- ☐ Assign roles based on strengths and interests

## 4. Financial Plan & Pricing

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## 6. Booth Setup

- ☐ Design an eye-catching booth (Neat, colourful, inviting)
- ☐ Arrange the products in an organized way
- ☐ Have a price list visible to customers
- ☐ Create an engaging display (Props, signs, banners)
- ☐ Set up a payment system (Cash, digital payments, etc.)
- ☐ Keep extra supplies (Tape, markers, extra packaging, etc.)

## 8. Reflect & Celebrate

- ☐ Discuss what went well and what could be improved
- ☐ Review total sales, profit, and customer feedback
- ☐ Thank all team members for their efforts
- ☐ Celebrate achievements (Small treats, certificates, or a fun activity)
- ☐ Take notes for future improvements