



Ensuring quality

Raising standards



It's important to pay attention to quality, not only of your products, but also presentation and service.

- **Quality of your product:** Make sure that your product is top quality! Develop for yourself a system of quality control. For example, if you make food, ask friends to taste it.
- **Price:** people are willing to pay a premium for quality products and authenticity. If you use good quality ingredients, you could consider charging slightly more - selling too cheap might undercut the perceived quality of your work. But be careful: people like good deals at markets, so presenting yourself as too exclusive might not be the best option.



THERE IS MORE TO SELLING THAN SIMPLY TAKING THE MONEY AND HANDING OVER THE GOODS





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- **Image:** the quality of your product can be part of your stall's profile, for example by advertising that you use only fresh, "healthy" or organic ingredients.

- **Safety first:** make sure your product complies with safety regulations, especially for products aimed at children. For example, don't use lead-based paint on toys.

- **Service with a smile:** there is more to selling than simply taking the money and handing over the goods. Good service includes how friendly you are, how you present yourself, and how you address your client.

- **Attention to detail:** think about those little extras that make all the difference, for example having napkins available when serving snacks.

- **Reduce waste:** by thinking about the wrapping material you use you could save money and be more environmentally friendly. For example, it might make more sense to use a single more expensive napkin when serving a sandwich, than two or three flimsy ones. Can you avoid using plastic forks or plates? Using bio-degradable plates and forks, or composting your food waste could be part of your profile too. The less waste you produce at your stall, the more hygienic it will appear.

- **If you do something, do it well:** it might sound obvious, but... If you put energy into something, you might as well go the extra mile and make yourself truly proud of what you have to offer.

