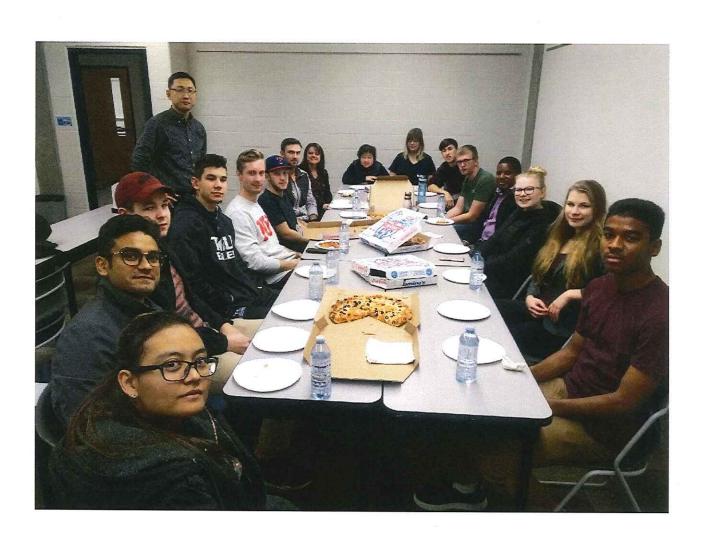
## Pop Up Shops: Testing Your Business Idea

September 24, 2018 ~ May 29, 2019

The King's University

## The King's Entrepreneurship Club



## Two Pop-Up Business Workshops by Marissa Loewen







## The 1st Pop-Up Shop Event

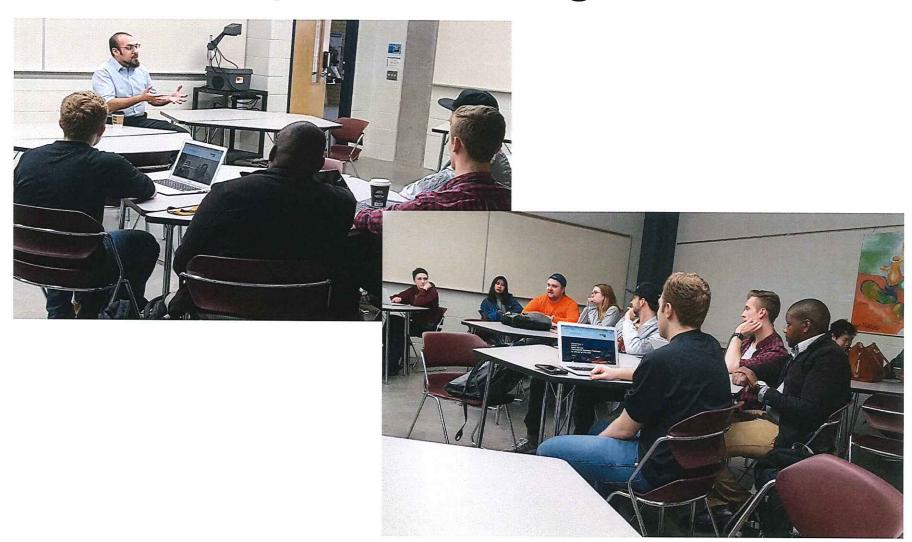








# Entrepreneurship Training by Hussam Tungekar



### The 2nd Pop-Up Shop Event









Venue:

TIME PERIODS (10 days): From

venue:			טעל ( דע ua		PARTY SECTION AND ADDRESS OF
STAGES	TASKS	Day 1	Day 2	Day 3	Day 4
STAGE 1	PERMISSIONS				
	Fire safety + Electical				
	Poster Permission				
	Screening				
STAGE 2	DISPLAY				
	Poster				
	Directional Signage				
	Store Map				
	Store Signage				
STAGE 3	OPERATIONS				
	Display				
	Tables				
	Table Clothes				
	Set up				
	Clean up				
	Social Media (Face Book)				
	Social Media (Instagram)				
	Hospitality (Ushers + Coffee/Drinks)				
STAGE 4	POP-UP TABLES				
	1. Pop-up 1 ( )	,			
	2. Pop-up 2 ( )				
	3. Pop-up 3 ( )				
	4. Pop-up 4 (				
	5. Pop-up 5 ( )				
	***				
		E. Crastini			
	•••				
	PROJECT REVIEW				

#### **POP-UP SHOP PLANNING**

To _								
Day 5	Day 6	Day 7	Day 8	Day 9	Day 10	Assigned to	Start	End
							75580	
							M. S. S. T. S.	
							With the	

Totals:

Budget	Actual	Remarks
Sant He in		
		l

Venue: TIME PERIODS (10 days): From TASKS STAGES Day 1 Day 2 Day 3 Day 4 STAGE 1 PERMISSIONS Fire safety + Electical Poster Permission Screening STAGE 2 DISPLAY Poster Directional Signage Store Map Store Signage STAGE 3 OPERATIONS Display Tables **Table Clothes** Set up Clean up Social Media (Face Book) Social Media (Instagram) Hospitality (Ushers + Coffee/Drinks) STAGE 4 POP-UP TABLES 1. Pop-up 1 ( 2. Pop-up 2 ( 3. Pop-up 3 ( 4. Pop-up 4 ( 5. Pop-up 5 (

PROJECT REVIEW

### **Budget**

Operations	
Rent	
Utlities	
Insurance	
Display Purchase	
Disply Rental	
Staff Wages	•
Licences	
Staionary	
Packing	
Stock	
Decorations	
Marketing	
Marketing Demos	
_	
Demos	
Demos Handbills	
Demos Handbills Posters	
Demos Handbills Posters Brochures	
Demos Handbills Posters Brochures Business Cards	
Demos Handbills Posters Brochures Business Cards Signage	
Demos Handbills Posters Brochures Business Cards Signage Print Ads	
Demos Handbills Posters Brochures Business Cards Signage Print Ads Online Ads Incentives	
Demos Handbills Posters Brochures Business Cards Signage Print Ads Online Ads	
Demos Handbills Posters Brochures Business Cards Signage Print Ads Online Ads Incentives Design/Artwork	

#### Popup Business Checklist

Payment	Card Reader		
	Cash Box	+	
	Change		
	Refunds		
	Order Book		
	Receipts		
	Admission if any		<u> </u>
	Admission if any		
	I I I I I I I I I I I I I I I I I I I	<del>  </del>	
Legalities	Insurance		
	Alberta Health Food Safety		
	Contracts		
	Business Licences		
	GST		
	Taxes		
	Fire Safety		
Printing	Directional Signage		
	Handbills for next event, buy agina, social media		
	Tickets		
	Store Signage		
	Business Cards		
	Coupon Offers		
	Other		
			-
	1		
Team	Marketing		
	Media Relations		
	Operations		
	Sales Staff		
	Check In		
	Coat Check		
	Website/Social Media		
	Disply or Load In Staff		
	Demo		
	Security		
Operations	Display		
	Stock		
	Shipping		
	Tissue Paper, Wrapping Paper, Bags, Boxes		
	Labels		
	Stamps	1	
	Lighting	<del></del>	
	Lighting		
	Tables Claffe		
	Table Cloths		
	Chairs		
	<u> </u>		

#### **Customer Discovery and Validation**

Q. Who are your customers?
Q. How do they buy?
Q. What is the benefit your product or service offers that would best attract them?
Q. What problem are you solving with it?
Q. Any feedback or comment from them?  1) Positive:
2) Negative
3) Others:
Q. Who influcence them?
Q. How to reach them?
Q. How to maintain relationship with them?
Q. What price do they prefer?
Q. How do they want to pay?
Q. Any incentive do they expect? (e.g., discount, points, free sample, giftetc.)
After the popup event

- \* Write down main reasons customers select your products/ services
- \* How will you follow up and maintain a relationship with your customers?
- \* How are they currently paying?
- \* How would they prefer to pay?
- \* What key resources do we have to meet your customer's demand?
- \* Which key resources/activities are most expensive?
- \* What did you achieve from the popup event?
- \* What is your next step to improve your business?