

# 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 1<sup>st</sup> Pop-Up Shop Event



# Entrepreneurship Training by Hussam Tungekar



# The 2nd Pop-Up Shop Event



Venue: \_\_\_\_\_

TIME PERIODS ( 10 days): From \_\_\_\_\_

STAGES	TASKS	Day 1	Day 2	Day 3	Day 4
STAGE 1	<b>PERMISSIONS</b>				
	Fire safety + Electical				
	Poster Permission				
	Screening				
	...				
	...				
STAGE 2	<b>DISPLAY</b>				
	Poster				
	Directional Signage				
	Store Map				
	Store Signage				
	...				
STAGE 3	<b>OPERATIONS</b>				
	Display				
	Tables				
	Table Clothes				
	Set up				
	Clean up				
	Social Media (Face Book)				
	Social Media (Instagram)				
	Hospitality (Ushers + Coffee/Drinks)				
	...				
	...				
STAGE 4	<b>POP-UP TABLES</b>				
	1. Pop-up 1 ( )				
	2. Pop-up 2 ( )				
	3. Pop-up 3 ( )				
	4. Pop-up 4 ( )				
	5. Pop-up 5 ( )				
	...				
	<b>PROJECT REVIEW</b>				







Venue: \_\_\_\_\_

TIME PERIODS ( 10 days): From \_\_\_\_\_

STAGES	TASKS	Day 1	Day 2	Day 3	Day 4
STAGE 1	<b>PERMISSIONS</b>				
	Fire safety + Electrical				
	Poster Permission				
	Screening				
	...				
	...				
STAGE 2	<b>DISPLAY</b>				
	Poster				
	Directional Signage				
	Store Map				
	Store Signage				
	...				
STAGE 3	<b>OPERATIONS</b>				
	Display				
	Tables				
	Table Clothes				
	Set up				
	Clean up				
	Social Media (Face Book)				
	Social Media (Instagram)				
	Hospitality (Ushers + Coffee/Drinks)				
	...				
STAGE 4	<b>POP-UP TABLES</b>				
	1. Pop-up 1 ( )				
	2. Pop-up 2 ( )				
	3. Pop-up 3 ( )				
	4. Pop-up 4 ( )				
	5. Pop-up 5 ( )				
	...				
	<b>PROJECT REVIEW</b>				

# **Budget**

## **Operations**

Rent	_____
Utilities	_____
Insurance	_____
Display Purchase	_____
Display Rental	_____
Staff Wages	_____
Licences	_____
Stationary	_____
Packing	_____
Stock	_____
Decorations	_____

## **Marketing**

Demos	_____
Handbills	_____
Posters	_____
Brochures	_____
Business Cards	_____
Signage	_____
Print Ads	_____
Online Ads	_____
Incentives	_____
Design/Artwork	_____
Software	_____
Labels	_____

## **Popup Business Checklist**

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

## **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 influence 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, gift...etc.)

## **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?