

Tips from Cortney Mumaugh

Pop-up Shops feature sales or services in a temporary location. They can be held in an otherwise empty space or within another business.

Being a Good Guest

- When pitching your idea to a landlord, know what permits and insurance is needed, such as vendor's license, date-specific endorsement, or specialized policy.
- Sidewalk and curbside pop-ups need to follow local government requirements.

Scheduling

- Avoid random repeat scheduling; establish a pattern such as 3rd Tuesday or 2nd Saturday of the month.
- It will take time for customers to discover your business; attendance can be hit or miss.
- When renting by the hour, calculate the cost benefit of additional hours.

Promotion

- Signs and eye catchers help customers find you and alert passersby.
- Social media is the most affordable way to notify customers, but views may not reflect attendance.
- Post "leftovers" to social media.

Setting Up Shop

- Best locations include a window view of the pop-up shop.
- Create a detailed packing list. Common items include tables, table cloths, chairs, cash box, signs, products, trash can.
- Offer multiple payment options, such as cash, check, Square.
- Clean up after yourself and take out the trash.
- There is a learning curve. You'll get better each time.

OUR GUEST ENTREPRENEUR:

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Allergy friendly home bakery

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