



BIZ KIDZ SECRET SHOPPER DAY CHECK LIST

Task One: Booth Displays

Go through the market and identify or comment on some of the items below.

Find 2 booths that you feel have attractive displays. Comment what made them stand out.

Booth 1: _____

Booth 2: _____

Find 2 booths that were un-inviting or were not attractive. Comment on things they could have done better. Was it sloppy? Did the display showcase their product properly? Or was it something else?

Booth 1: _____

Booth 2: _____

Things to Look for:

Did they use all their space? Or just a table?

Did they take care in arranging their products?

Did they use vertical space or just horizontal?

Did they have a table-top display or did they not have a table and displayed their product differently?

Was the color choices of backdrops and display table coverings enhance the product or distract from the product?



Task Two: Secret Shopper!

Spend time at the Market as a shopper! Stop by the ASM Bus on 12th & Duane for \$10 in spending money (gift cards). If you have gift cards from attending past Biz Kidz events you can add those to your shopping experience (or save for later). Go through the Market and purchase an item, then comment on how the experience went. Visit at least five vendors. Things to think about:

- Did you purchase something you already knew you wanted first then shop? Or did you look through the Market and circled back to a vendor to purchase? Every shopper is different. Some go straight to what they want while others like to see what is available before purchasing.
- Was the vendor friendly and helpful?
- Did the vendor greet you right away or wait? Which would you prefer as a shopper?
- If you didn't purchase something, how did the vendor react? Did they invite you back? Or did they have a negative reaction? Or no reaction at all? If you didn't buy, was there something the vendor could have done to change your mind?

Other Comments or Observations:
