

HOW TO

SECURE A POP-UP LOCATION

Steps to Opening a Pop-up Shop

pop-upshops.ca

Develop a business plan



Products or Services

What are you offering in your pop-up shop? How are you unique?



Budget

Identify your costs (start-up, rent, insurance, inventory) and projected sales



Marketing Plan

How will you attract customers and drive sales?

Look for a storefront

Determine how much space you need for your business

Understand the costs (HST, TMI, liability insurance)

Be prepared to negotiate the terms of the arrangement



Tips for talking to property owners



Be Professional

Be prepared to share your business plan with property owners

WIN-WIN

Talk Up Benefits

Point out that occupied commercial space adds to vibrancy of the neighbourhood



Additional Income

Empty = nothing. Short-term tenant helps offset owner's costs



Time to Review

Offer to contact the property owner in a few days to answer any questions about the proposal

Produced by DECA/WoodGreen Pop-up Shop Project



Opportunity made here.