

marketshare [mahr-kit shair] -noun

1. Is a program of marketumbrella.org, which works to cultivate the field of public markets for public good.
2. These free documents (called "shares") are the best of "lessons learned" from public markets everywhere.
3. Employ as needed, & please feel free to tell us about your results, so that we can share those with other markets.



mystery shop

Mystery shops are common practice in large retail companies; some corporations have a mystery shop done each month at each location. It is a very useful tool to learn what the shopper sees and experiences.

How to mystery shop:

Try to be casual and relaxed. It's very important to not have this paper showing when you are doing the mystery shop. In your initial walk-through, choose one or two vendors to mystery shop. Walk away to write down answers.

Mystery Shop _____ ***Date*** _____

Ambience: (Circle Yes or No for each)

- | | | |
|--|-----|----|
| 1. Was the entrance you came in clear and accessible? | Yes | No |
| 2. Is there an information booth or table? Was it staffed? | Yes | No |
| 3. Did you feel there was enough room to maneuver around the market? | Yes | No |
| Too much room? | Yes | No |
| 4. Did vendor #1 have all products priced? | Yes | No |
| 5. Did vendor #2 have all products priced? | Yes | No |
| 6. Did you know what all of the products were at both tables? | Yes | No |
| 7. Did you feel welcomed by the vendors? | Yes | No |

Other observations about how the market felt: was the entrance welcoming, happy faces, etc: _____

Communication: (Choose one or two of these questions or some of your choosing)

a) "Is there somewhere to sit down?"

Answer: Enough information in response? Yes No

Who responded: Staff Volunteer Vendor?

b) "Are there any events at this market?"

Answer: Enough information in response? Yes No

Who responded: Staff Volunteer Vendor?

c) "Can I sell handmade baskets? (My brother uses palm fronds to make very cool baskets...)"

Answer: Enough information in response? Yes No

Who responded: Staff Volunteer Vendor?

d) "Do you know where there is an ATM?"

Answer: Enough information in response? Yes No

Who responded: Staff Volunteer Vendor?

e) "Do you have something that shows where all the markets around here are located?"

Answer: Enough information in response? Yes No

Who responded: Staff Volunteer Vendor?

f) "Are there avocados here?" (Use any item not ordinarily grown in area)

Answer: Enough information in response? Yes No

Who responded: Staff Volunteer Vendor?

h) "Do you sell to restaurants?" (You can offer that you know someone who might be interested)

Answer: Enough information in response? Yes No

Who responded: Staff Volunteer Vendor?

Other observations about how the market community shared information: signage, information on market days and times, etc:



mission | management | marketing | measurement

Thank you for using a share document. This 4M worksheet below is to help you think through what you just read and how to apply it to your situation. Read the share titled “The Strategy of the 4Ms” to learn more about this marketumbrella.org teaching tool.

Is this issue or strategy covered in your current mission (or values)? _____

Does your management structure allow you time to handle this, or is there another organizational partner to help?

How will you communicate to others about this issue or strategy (marketing)? _____

When and how will you measure the impact of this resolution of this issue or the completion of this strategy?

