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:

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
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