

Critique Checklist for a Roadside Market

A successful roadside market requires the consideration of many details. Rate your market using the following checklist. If the question applies and you check "No", that item needs further consideration and/or action.

	Yes	No
A. Know Your Customer		
1. Has a customer survey and profile been developed?
2. Does product inventory reflect the type of consumers, their buying habits and other information gathered in the survey?
3. Has a market strategy been developed to reach new customers or expand sales during off-peak days or seasons?
B. Image		
1. Is the first impression of an approaching customer a favorable one?
2. Have the differences between roadside markets and supermarkets been exploited?
3. Are all sales areas, including outdoors, neat, clean and well-organized?
4. Are the grounds tastefully landscaped and maintained?
5. Has the farm atmosphere been preserved?
6. Is there an attractive sign of appropriate size, lettering, use of color and a well-defined message?
7. Does the farm have a logo?
8. Does the roadside stand zoning ordinance reflect favorably on agriculture?
C. Exterior Layout		
<i>Parking</i>		
1. Is the parking lot large enough during peak periods?
2. Is there good visibility allowing customers to enter and exit the market safely?
3. Is it easy to park? Marked parking slots, barriers defining parking area, lot relatively smooth, parking area well-lighted?
4. Are there adequate entrance and exit signs?
5. Do parked cars block the view of outdoor displays?
<i>Building and Grounds</i>		
1. Does the landscaping stimulate plant sales?
2. Have provisions been made to transport hard goods or plant material to automobiles?
3. Does traffic flow allow for customer exposure to produce before entering the building?
4. Is the building attractive? (Bright, freshly-painted look.)
5. Does the orientation of the building allow for expansion?
D. Interior Layout		
<i>Key Ingredients--efficiency, display of products, convenience, safety</i>		
1. Will the aisles accommodate large crowds?
2. Are the doorways wide enough for easy access? Do they open out?
3. Is it easy to move produce from the support area to the sales area without customer interference?

4. Are displays positioned for maximum exposure of all products with no dead spots?
5. Are high demand items located close to the preparation room?
6. Are impulse items located at the checkout?
7. Can customers see over displays?
8. Are center displays mobile?
9. Is the floor level, smooth and clean?
10. Are there hazards that could cause an accident and potential lawsuit?
11. Is there handicap access?
12. Is the cash register conveniently located?
13. Is there an L-shaped checkout counter?
E. Equipment and Facilities		
1. Are temperatures low enough to maintain quality?
2. Have provisions been made for overnight care of perishables?
3. Is the cold storage area of adequate size?
4. Is the support area (preparation room) of adequate size?
5. Are benches easy to clean?
6. Are four-wheel carts, pallet jacks or other equipment used to move produce efficiently?
7. Are scales available to customers?
8. Are shopping carts and bags readily accessible?
F. Displays		
1. Are displays overflowing, inviting and stimulate impulse buying?
2. Are sale unit sizes suitable?
3. Are products of high quality?
4. Is there grouping of products with related uses?
5. Is color contrast used efficiently?
6. Can items be easily reached?
7. Do you have good inclined display benches?
8. Are the displays free of refuse and clutter?
9. Is there an interesting variety of products?
10. Are the products grouped logically in departments?
11. Do display signs provide serving ideas or recipes?
12. Are related products grouped logically in departments?
13. Is taste-testing provided?
14. Are the displays well maintained?
15. Does the lighting feature the produce?
16. Are high-value, seasonal items featured?
17. Are displays changed periodically to create excitement and interest?
G. Packaging		
1. Are products presented well?
2. Does the package enhance the product?
3. Are the best color combinations being used?
4. Are the products effectively packaged? (Not "overpackaged")

5. Are standard-sized containers being used?
6. Do the packages provide convenience?
7. Are the containers clean and neat?
H. Pricing		
1. Are prices on all items uniform and clearly marked?
2. Are the prices fair and competitive?
3. Are the price signs properly sized?
4. Are prices determined by cost of production?
5. Are products priced according to quality?
6. Are distressed products sold at lower prices?
7. Do point-of-purchase cards provide price and descriptive information?
I. Personnel		
1. Is special service given promptly?
2. Is salesperson well-groomed and neat, with a clean apron?
3. Is personal service courteous, cheerful and professional?
4. Is salesperson well-informed about products?
5. Does salesperson exhibit genuine enthusiasm?
6. Are clerks helpful, but not overbearing, with customers?
7. Do salespersons know the procedure for handling complaints?
8. Analyze competition annually.
9. Critique advertising strategy and determine what works best.

This material is adapted from work done by David Seavey and Otho Wells, University of New Hampshire Cooperative Extension