

**Judging Criteria 2019**

**GUIDANCE NOTES**

Allocating Traders to Categories

Find suggestions below how specific product lines can be allocated to prize categories in the **Young Traders Market** programme.

The categories reflect types of goods sold on previous National Young Traders Markets run by the NMTF. It is not a global list of products sold on markets in the UK.

Allocation remains at the discretion of the market operator, which may mean traders may compete in different categories through the programme.

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| **ARTS & CRAFTS** | Household Goods - Arts, Crafts and Gifts |
| **GENERAL RETAIL** | Personal Goods - Clothing  Personal Goods - Entertainment / Communications  Personal Goods - Jewellery and Watches  Personal Goods - Bags and Accessories  Personal Goods - Lingerie / Nightwear / Hosiery  Personal Goods - Books, Magazines and Stationery  Personal Goods - Footwear  Personal Goods - Healthcare and Beauty  Household Goods – Textiles  Household Goods - Second Hand / Bric a Brac / Vintage  Household Goods - Electrical Goods  Others - Children's Goods and Products  Others - Flowers and Plants  Others - Pet Supplies |
| **GROCERY** | Foods – Bakery  Foods - Fruit and Vegetables  Foods - Butcher / Fish  Foods - Delicatessen / Chilled  Foods - Beer, Wine and Spirits  Foods - Sugar/Confectionary |
| **STREET FOOD** | Foods - Takeaway / Hot Food |

Tips for Judges

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| **Quality and detail of application** | Has the trader submitted all the requested information or have they gone above and beyond what was expected? Images supplied? |
| **Ability to meet booking deadlines** | Did the trader apply in advance of the deadline or were they chased to submit the requested information? Did they pay the deposit on time? |
| **Paid deposit on time (if applicable)** |
| **USP / Originality** | How unique is the product/service? Did the trader research a niche and undertake research to take advantage of an opportunity? |
| **Quality** | It is recognised that is a subjective decision. The minimum is conforming to required product standards – high quality always stands out! |
| **Knowledge** | Do they know where the product is from and how it is made? What specialist knowledge do they have about the product? |
| **Pricing** | Has the trader considered the customer base of the market when pricing the products? Are the prices clear and visible? |
| **Cleanliness** | Is the stall neat and organised? Is extra stock tucked away out of sight or on show? |
| **Merchandising** | Is the stall legible to the customer? Does the stall stand out and is well presented? Is stock presented in a unique way? |
| **Stock levels** | Any research beforehand to gauge consumer demand? Do they have enough stock to trade for the whole day? Sold out? |
| **Professionalism** | Are they well presented? Do they have their own brand reflected across signage and clothing? Are they polite, attentive, and interested? |
| **Communication skills** | Is it easy to get their attention, ask questions, and engage in informative conversation? Are they paying attention to their surroundings? |
| **Sales skills** | Are offers emphasised on the stall? Are they demonstrating to customers how their products meet their needs? How much have they sold? |

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