

Swanson
Academic
Building
(SAB)
Pop Up
Shop

May 1

2013

Pop Up Shop

What is the SAB Pop Up Shop?

The School's Business Enterprise Unit undertook the Pop Up Shop development project with the aim of showcasing and facilitating success for a range of small and micro businesses developed through the New Enterprise Incentive Scheme (NEIS), and through other programs and courses delivered by the Unit, and the College of Business.

Emerging small businesses will occupy the space for periods of between two and four weeks, allowing them the opportunity to launch products and services to their targeted markets whilst still being mentored and supported by the Business Enterprise Unit



Why have a Pop Up Shops for your Small Business?

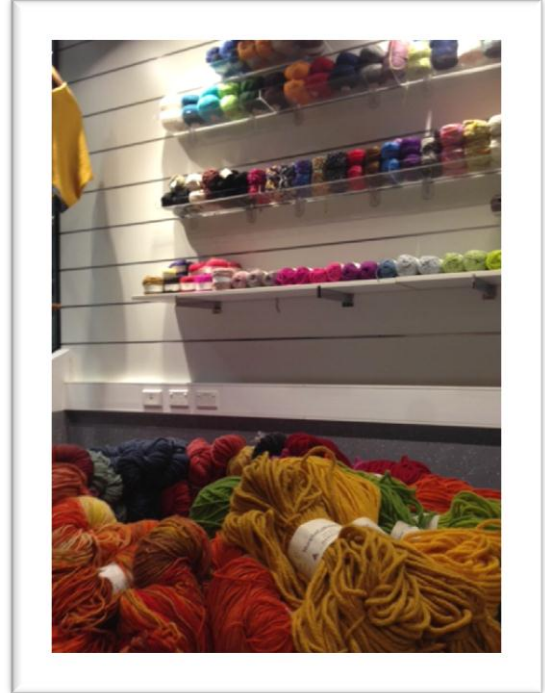
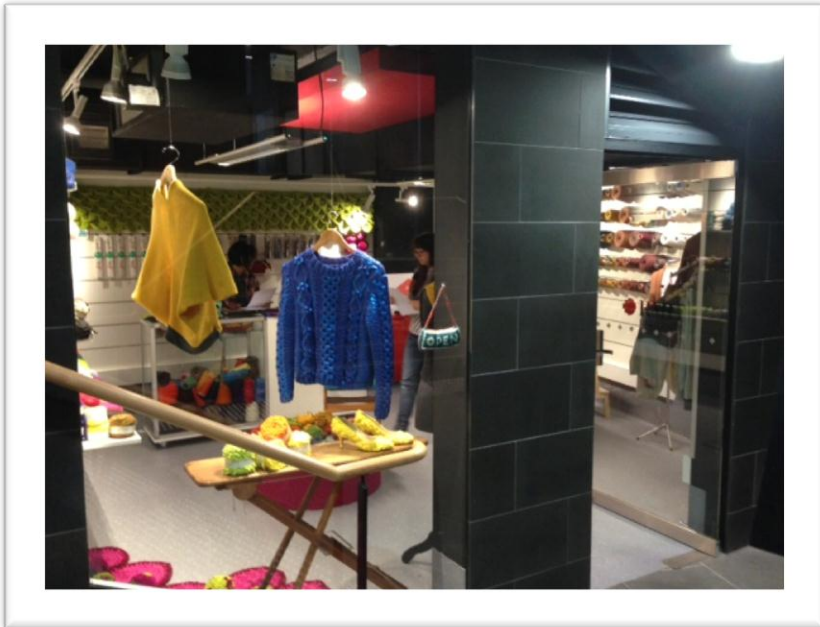
A Pop Up shop has a tendency to pop up unannounced, quickly draw in the crowds, and then disappear or morph into something else, adding to the fresh feel, exclusivity and surprise.

Pop Up Shops provide the elements of entertainment, experience and surprise for your customer. It's about surprising consumers with temporary 'performances', guaranteeing exclusivity because of the limited time span. It's about buzz, and about new try-out and testing techniques. It provides visibility for e-tailers and allows 'real-world' business to enter uncharted markets on a cost effective basis.

So start thinking where your small business could pop-up next?

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The Pop Up Store Space



Pop Up Shop

Fixtures & Fittings

The Pop Up Shop has the following fixtures which are available for the applicants use:

- Multiple shelving units that are made up of vertical and angled perspex and solid shelves
- 3x Lockable glass cabinets
- Counter
- Fitting room
- Numerous Display Hooks
- Chairs & tables available on request

The Pop Up shop has been uniquely designed to be suit a wide range of small business both services and product based. The various fixtures and fittings are movable and can be flexible for each individual business.

Security

The Pop Up Shop is completely secure and is lockable via a key which is given to the small business owner.

Trading Hours

The Pop Up Shop can trade 5 days a week, Monday through to Friday. However Saturday trading can be submitted for application

Rent

A rental fee will be charged for the use of the pop up store. The rental fee will be negotiated between yourself and the Business Enterprise School.

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How to Apply

- Step 1 Fill in Pop Up Shop Application Form
- Step 2 Submit electronic application to Brett Stavenuiter –
Brett.Stavenuiter@rmit.edu.au
- Step 3 Your application will be reviewed
- Step 4 If your application is successful you will be required to come in for an
assessment interview of your Pop Up Shop.
- Step 5 A contract will be drafted between yourself and the SAB Pop Up Shop
- Step 6 You will receive key etc BS to supply

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APPLICATION FORM

To submit an application for the Pop Up please fill in the following questions and provide as much detail as possible.

CONTACT DETAILS

Name	
Address	
Contact Phone	
Email	
Business Name	
ABN	
Type of Business Please provide photos of your product/ and or sample promotional materials in appendices.	
How long has the business been trading?	
Type of Business	<input type="checkbox"/> NEIS Program <input type="checkbox"/> RMIT Alumni Business <input type="checkbox"/> Current RMIT Student <input type="checkbox"/> Other.....
Are you an RMIT student	<input type="checkbox"/> Yes <input type="checkbox"/> No

INSURANCE DETAILS

How much does your public liability cover (eg \$5million) _____

Do you have product liability insurance? Yes No NA

Please attach a copy of your insurance with this application.

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Are you prepared to operate within RMIT policies? Yes No

Attached is a sample contract. Have you read this contract and agreeable with its terms and conditions. Yes No

Would you be prepared to share a tenancy if we can get you in with similar **business/es?**
 Yes No

SMALL BUSINESS DETAILS

What are your intended hours of operation?

Answer:

Briefly define your current small business and services/ product you propose to sell?

Answer:

How will a tenancy of the pop up store benefit your business?

Answer:

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How will the SAB Pop Up Shop fit your target market as outlined in your business plan?

Answer:

How will you market yourself at SAB Pop Up Shop in your proposed tenancy time?

Answer:

How will you capitalise on your time spent at the SAB Pop Up Shop both during and after your proposed tenancy?

Answer:

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Would you be prepared to have students of (for example) Business administration or Marketing students to assist with your marketing and administration processes?

- Yes No

TENANCY

The preferred tenancy is two weeks to a maximum of four weeks. How many weeks would you like your tenancy agreement to be?

- 1 2 3 4

What ideal commencement dates would you like your tenancy agreement to start?

Start Date:

End Date:

Based on the above times and your brand exposure within the SAB Pop Up Shop, what are you prepared to pay for the use of the SAB Pop Up Shop?

Per Week: \$.....

APPENDICES

- photos of product
- sample promotional materials
- copy of insurance policy
- other
- other