STALLHOLDING SA – Vendor Success Lessons
Lesson 1 – Introduction

How to Use the Vendor Lessons

These Vendor Lessons are designed to support people at different stages of the vendor journey — whether you are still exploring an idea, preparing to launch, or already trading.

You do not need to have everything figured out before you start. Each lesson includes practical tools that help you think, plan, and make decisions appropriate to where you are right now.

All vendors use the same lessons and templates. What differs is *how* you complete them:

- Some work hypothetically
- Some plan ahead
- Some use real trading experience

All of these approaches are valid.

Why Start a Market Stall?

Starting a market stall can feel exciting — and sometimes a little overwhelming. At first glance it may seem simple: find a product, set up, and sell. But vendors who earn consistently treat their stall as a small business, even when starting small.

Markets form part of a wider local economy. They support families, create income opportunities, and allow people to test ideas without long-term commitments or high risk.

This lesson forms part of the Stallholding SA Vendor Foundations pathway.

The Stallholding SA Vendor Foundations lessons are free and open to all.
Vendors are strongly encouraged to complete the full lesson pathway and apply for certification, which provides formal recognition, practical tools, and supports responsible, sustainable trading.

Stallholding SA exists to organise practical information, tools, and connections so that vendors can grow with clarity rather than pressure.

Vendor Story

> My Story: Like many South Africans, I started with a folding table, a borrowed gazebo, and more enthusiasm than experience. Over time, I saw how access to the right tools and connections could transform even the smallest stall. That's why I created Stallholding SA — to make those resources available to everyone.

Myth vs Fact

MYTH: You must find the perfect product before you can start trading.

FACT: Most vendors refine their products over time. The important part is to start learning how markets work — the right product becomes clearer as you grow.

Quick Insight

Focus on your own path. Comparing yourself to others creates pressure, but learning your way forward at your own pace creates progress.

Did You Know

Stallholding is one of the lowest-risk ways to start a business in South Africa — no formal premises, no long-term contracts, and minimal equipment needed.

Pro Tip
When you know your vendor type, you can choose the tools and resources that truly support your stage of growth.

Checklist

☐ Affordable to start

☐ Flexible hours

☐ Creates income opportunities

☐ Low-risk way to test ideas

☐ Builds business and people skills

— *"A stall may look small, but it can be the first step to something big."*

Next Step
Before moving on, complete the Vendor Clarity Starter Card.

This short worksheet helps you:

- clarify why you want to start
- recognise what you already have
- identify what you need right now
- Choose one small realistic next step

⬇️**Vendor Clarity Starter Card**

Preview (view only)

Create your own copy