

First Craft Fair Kit

Plan your stock, understand your costs, and feel ready for market day



A practical guide for makers preparing for a first craft fair. Work through stock, pricing, your booth, payments, packing, and customer conversations, then use six printable worksheets to turn those decisions into a plan you can carry.

04 / GUIDE

Build a Deliberate Stock Mix

Start with a small collection whose pieces make sense together. For jewellery, choose a core family people can compare easily, a lower-priced entry choice, and a smaller number of distinctive pieces. Keep enough variation to show your style without creating dozens of nearly identical options. Every extra style needs a label, a place on the table, and a reliable way to identify it in your records.

Use product codes that you can read quickly: ST-BL for blue studs, DR-GR for green drops, or PN-SM for a small pendant. Add a variant when size, metal, or colour changes. Record what the code means. A code does not replace an accurate customer-facing material description; it helps you pick and count the right item.

Make three separate quantity decisions: how many pieces to take, how many to show, and how many you think might sell. They are different numbers. Display stock creates a readable choice. Reserve stock lets you replenish without crowding. A sales forecast is an uncertain assumption used to test costs, not a promise that every finished piece will find a buyer.

Fictional stock family	Take	Show	Reserve
Stud earrings	24	8	16
Drop earrings	24	8	16
Pendants	12	4	8
Total	60	20	40

This 60-piece collection is a planning illustration, not a recommended first-fair quantity. Build your own total from the pieces already finished, a production time limit, and cash available for materials. Keep reserve stock sorted by code in shallow labelled containers. Finish, inspect, and count it before packing.

If time is short, repeat proven construction methods and reduce optional colour combinations. Do not add a new technique just to fill a table. After the fair, compare sales with opening quantities: selling six of eight pendants means something different from selling six of forty pairs of studs.

03 / WORKSHEET

Worksheet: Your Event Brief

Complete before setting stock quantities. Keep a copy with your booking confirmation and map.

Event, date, venue address, organiser and contact

Arrival entrance, loading window, parking, opening and closing times

Pitch dimensions; included table, chair, power and shelter

Who is likely to attend, and what evidence supports the fit?

Required documents, restrictions, cancellation and weather arrangements

Three outcomes; maximum extra spend; final making deadline

Unanswered question / person to ask / resolve by
