

Kiosk...

A quick guide



Guides



Trading from a kiosk.

Whether starting from scratch or moving to a kiosk from another form of trading there are a number of things to consider to ensure business success.

What you need from regulatory requirements to booking forms and everything in between to ensure you provide the best customer experience and create a successful business.

The following information is not all encompassing but can be used to aid decision making.

Engagement

A kiosk provide the platform to engage with the public but how do the public become customers.

Three questions to ask yourself -

What are you promoting or selling?

An easy question but do you understand the regulations surrounding how you can take your products and/or services to market?

Do you need a licence or approvals for the product or service?

What display and storage is required? Is cold store required? Do you need secure storage?

Do you need to display certification alongside health and safety information? And do any staff need specific training to allow them to sell the product or service?

Who are your audience?

Do you know who would want to buy your product or service?

Is it specific to gender, age or group?

Will the kiosk build need to be adapted to service the targeted demographic?

Where are your audience?

Do you know where your target groups are?

Do you know their shopping or journey habits – retail or leisure venues, town centres, sporting arenas, train stations, etc?

Do you have the geodemographic information to help decision making?

Have you visited the area to check it has the desired audience / footfall?

Design

Things to take into consideration when choosing a design for your kiosk

Construction of the kiosk should be of high quality, legal and permitted materials.

Ensure the kiosk is built to the permissible area allowed by the host in the booking / contract.

Understand what is and isn't allowed by the venue, height of structure, permanent fixing to the floor or wall etc.

Do not create any trip hazards or obstruction to customer flow.

Ensure you comply with all regulations: fire regulations, health and safety, DDA (Disability Discrimination Act), etc.

Understand how to deal with waste materials including waste water

Bring your brand to the fore.

Ensure it is accessible and inviting.

Use exciting designs, colours and lighting to attract customers.

Requirements

What will you need before booking -

Full kiosk design specification (CAD drawing) and list of materials used.

Professional Indemnity cover and/or Public Liability insurance.

Requisite licenses.

Electrical and/or gas equipment breakdown.

Fire Safety Certificate, Class O or Class 1.

PAT Test certificates for all electrical equipment and/or proof of purchase for all new equipment being used.

Gas safety certificate if gas is being used.

Fire extinguisher to the correct specification for the build of the kiosk/venue.

Risk Assessment (RAMS) and Method Statement.

Health and safety certificate.

HSE approved Law poster or copies of equivalent leaflets.

Please check for any additional venue requirements with your Access Point Account Manager before you proceed.

Ready to go

So you have a kiosk designed, built & your venue chosen -

When should you launch?

- Is your product / service date specific – ensure you hit the peak period.

Get your message out there.

- Social Media and tag #specific groups of interest.
- Influencers and local press.
- Your friends and family.

Have packaging, cartons, containers, bags with the business details on.

How do you and who do you book your chosen site/venue with?

Many venues have commercial managing agents (such as Access Point) with details of how to book or links to booking forms on their website.

If you want to check out information on venues across the UK by preferred area visit our venue locator tool - venuelocator.apuk.net

For further information on how to search for a venue to set up your kiosk please contact Access Point on **01704 544999**, email hello@apuk.net or visit our website www.apuk.net. Access Point Ltd - 2a Albert Rd, Southport PR9 0LE.