Application Form: East Rand Traders Square



APPLICATION FORM

EAST RAND TRADERS SQUARE

APPLICANT ONE:

COMPANY NAME: _____ CONTACT NO 1: _____

FIRST NAME: _____ CONTACT NO 2: _____

SURNAME: _____ CONTACT NO 3: _____

ID/PASSPORT NO: _____ FAX NO: _____

EMAIL: _____

APPLICANT TWO:

COMPANY NAME: _____ CONTACT NO 1: _____

FIRST NAME: _____ CONTACT NO 2: _____

SURNAME: _____ CONTACT NO 3: _____

ID/PASSPORT NO: _____ FAX NO: _____

EMAIL: _____

DETAILED DESCRIPTION OF MERCHANDISE TO BE SOLD:

NUMBER OF SHOP/S: _____

YOUR APPLICATION IS SUBJECT TO FINAL APPROVAL AND ALTERATIONS BY MANAGEMENT.
SUCCESSFUL APPLICANTS WILL BE REQUIRED TO ENTER INTO A LEASE AGREEMENT WITH MANAGEMENT.
ON APPROVAL OF APPLICATION CERTAIN DOCUMENTATION WILL BE REQUIRED FROM THE APPLICANT.
ERTS MANAGEMENT MAY CONDUCT AN ITC CREDIT CHECK AS PART OF THE APPLICATION PROCESS.
PLEASE NOTE THAT IN THE EVENT OF YOUR APPLICATION BEING APPROVED, CONFIRMATION THEREOF WILL BE MADE TELEPHONICALLY.

I UNDERSTAND THE CONTENTS OF THIS APPLICATION AND CONFIRM THAT THE ABOVE MENTIONED INFORMATION IS TRUE AND CORRECT.

APPLICANT SIGNATURE: _____ DATE: _____

APPLICANT SIGNATURE: _____ DATE: _____

FOR OFFICE USE ONLY:

SIGNATURE OF CONSULTANT: _____

APPROVED: | YES | NO | **DATE:** _____

IF NO, REASON:

_____

_____

_____

RONAL SOURIMUTHU
CENTRE MANAGER

What Documents Are Needed When Applying For A Shop?

Please note that we will require all of the following documentation with any "Change of Ownership" and New Applications for Shop/s:

Should the Application be on a Person's Name:

1) The application form needs to be completed in full
2) A certified copy of any Identification / Passport Document of the Applicant
3) A certified copy of the last three (3) months' bank statements of the Applicant ***(No Computer Versions)***
4) Proof of Residential Address
5) A current Proof of Trade Reference (E.g.: Edgars Account / Phone Account)

Should the Application be on a Company Name:

1) The application form needs to be completed in full
2) A copy of the Company CK Documents
3) All of the documents (Such as Certified Copy of ID / Passport, Certified Bank Statements etc.) for all partners as listed above

Shop Information:

- 24-Hour Security
- Safe and secure parking for over 1 000 cars available
- Free advertising with our DJ over weekends, public holidays
- A bi-monthly full colour pamphlet printed with all of the Shop information and allocations
- The minimum lease agreement period is Six (6) Months
- The maximum lease agreement period is Twelve (12) Months with the Renewal
- The payable Levy of **R1 000.00** is allocated towards the Water and Lights, The Security Company and the Cleaning Company. It is also included in the Rental.
- A minimum deposit equal to one month's rental must be paid before first (1st) day of trading
- A double deposit can be requested depending on the application and the requested documentation.
- The Admin Fee of **R220.00** must be paid before the first (1st) day of trading. (This is applicable to new contracts and renewals)
- Should you wish to cancel your lease agreement at any time, a month's notice is required in advance.
- The Shop Deposit will be refundable should all the requirements be met.
- Private Parking is available at **R500.00** per month (Please note that there is a waiting list)
- Entrance Fees are charged over weekends and public holidays.
- Entrance Permit Cards are available in the Management Office at a rate, which might change from time to time. (This is refundable on cancellation)

Business Hours:

- Strictly from Tuesdays to Sundays and Public Holidays, from 9h00 to 17h00
- Closed to the public on any given Monday, unless it is a public holiday
- Open on all public holidays (Excluding the 25th of December and 1st of January)

Shop Sizes and Rentals:

- We have Various Shop Sizes Available at East Rand Traders Square

ALLOCATION:	SHOP SIZE:	DEPOSIT:	RENTAL: (Includes Levy)
YELLOW	Approximately 3 X 3	R5 708.00	R5 708.00
GREEN		R5 886.00	R5 886.00
RED		R6 130.00	R6 130.00
ALLOCATION:	**SHOP SIZE:**	**DEPOSIT:**	**RENTAL:**
YELLOW	Approximately 4 X 3 (E-Block)	R7 276.00	R7 276.00
RED		R7 850.00	R7 850.00
ALLOCATION:	**SHOP SIZE:**	**DEPOSIT:**	**RENTAL:**
YELLOW	Approximately 5 X 3 (E-Block)	R8 765.00	R8 765.00
RED		R9 556.00	R9 556.00

Food Shop Rental:

- Commences at **R14, 034.00** per month (This includes the Payable Levy)

Gate Count:

- We have an average of 2 500 to 4 000 people per day during the week.
- Over weekends we have an average of 6 000 to 8 000 people
- The gate count depends on weather conditions, the artist performing etc.

Contact Information:

Eliza Zeeshan - Leasing and Product Consultant

Tel: 011 823 2618/01

Email: eliza@eastrandtraders.co.za

12 Tips for Becoming A Successful Trader at East Rand Traders Square:

1. **Attractive Display**
   It's hard to sell items if customers don't look for your merchandise. If they don't see it, you don't sell it! An attractive display does not necessarily mean that it should be an organized, professional or expensive display. It depends on the merchandise and/or your strategy. The important thing is to get customers to look at your merchandise.

2. **Your "Seller's Personality"**
   Don't scare away customers. You need to balance your seller's persona between passive and aggressive. If you are too loud and pushy in your sales techniques, you could drive customers away. If someone seems interested in an item but starts to walk away, there is no harm in trying to save the sale. If you have room in the price, maybe you can get them back by offering them a better price.

3. **Be Nice**
   You want your customers to like you. This seems like a simple and easy task, but one that many traders ignore. Be friendly; engage customers in conversations on subjects that have nothing to do with your merchandise. It is often that the customer ends up buying the merchandise simply because they liked the vendor and felt awkward leaving without making a purchase. **IF YOU GET A NASTY CUSTOMER, AVOID ARGUMENTS.**

4. **Change your Display**
   The same display is a boring display, so change it up a little. Customers who are used to seeing the same merchandise in the same space are now viewing the items from a different perspective, as if they have never seen it before. This lesson can be used for your normal display; move things around, change things up. Customers will discover merchandise that you always have had out if you rotate the location, placing different items at floor level, eye level etc. This is one of the common elements to a successful trader.

5. **Change your Merchandise**
   Consistently give your customer something different to purchase. It is amazing how many first-time traders who come to the market have incredible days. Their second and third day are pretty good too, but by the fourth day their sales slowdown. Traders often tell us how good the market used to be, but now it's not so good. When stock of good merchandise is gone, try restoring the base merchandise but also constantly try new offerings.

6. **Know What Your Customers Want**
   Many successful traders know what their customers want. Many collective traders know what their regular traders collect. If they are out purchasing their merchandise, they keep this in mind and pick up items that they can sell to these customers.

1. **Price Reasonably**
   Don't try and be greedy. It is much better to sell 500 items at R10 profit, than 100 items at R20 profit. This rule would apply to merchandise that you can easily replenish. In general, more successful traders have more attractive prices and are constantly replenishing their stock. If an item isn't moving, lower the price even if you are going to take a loss. It doesn't make sense to keep it around taking up valuable sales space.

2. **Watch Other Successful Traders**
   It's easy to spot a successful trader. They are always the ones with customers in and around their Shops. Take the time to watch them. There is no better place to learn successful techniques.

3. **Find a Good Product and Become an Expert**
   Know your stuff. You could be the best salesperson in the world, but if you are selling a product that is not desirable, you won't do well. Know your product. Become an expert. If you can convince the customer of the benefits of your merchandise, you will sell more.

4. **Social Media**
   Join the social media band wagon. The East Rand Traders Square is involved in social media. So to make full use of the Facebook, Twitter and other relevant sites, speak to the ladies in Management to arrange to offer your own discounts, coupons and also to promote your merchandise on the social media sites. What's best about this is that your posts and interactions are free advertising for you and for our market! East Rand Traders Square has over 5000 regular customers who follow our social media sites.

5. **Advertising Your Shop/Product**
   There are many different ways of advertising your Shop and product to encourage customers to visit your Shop. Arrange with the DJ over weekends and public holidays to announce any special offers and prices you have available for your customers, or advertise in the newspaper to expand your reach of customers.

6. **Dress Code/Clothing**
   Dress appropriately for work, in a decent and professional manner. Showing a lot of skin/cleavage, and/or wearing slippers and worn clothing to work creates a negative image. If you dress appropriately and well for work, it will encourage customers to support you and buy your merchandise, as it creates a positive impression of your sales skills and quality of your products.

THE KEY TO ANY SUCCESSFUL TRADER IS *NOT* TO FOCUS ON YOUR COMPETITORS OR OTHER TRADERS, RATHER *FOCUS ON YOUR OWN BUSINESS* AND WAYS TO MAKE IT EVEN MORE SUCCESSFUL