



BOTSWANA CONSUMER FAIR JUDGING CRITERIA

1. OVERALL APPEARANCE OF THE STALL:

- a) Is the appearance of the exhibition stall attractive?
- b) Does the stall facilitate interaction?
- c) Are the products and services displayed properly, prominently and clearly?
- d) Would the products or services displayed attract the visitor attention?
- e) Is the stall clean and tidy?

2. QUALITY OF EXHIBITS:

- a) Are the products and services offered of quality?
- b) Is the packaging of goods attractive in the case of tangibles or is the information or service exhibited user friendly?
- c) Would you like to buy from this exhibitor with confidence?

3. SALESMANSHIP

- a) Is the staff able to describe the merits of the products or services on display?
- b) Has the exhibitor used "Point of Sale (POS) Material" i.e. stickers, posters or promotional materials to advertise their products on display?
- c) Can staff motivate potential customers to buy the goods on display?

4. ADMINISTRATION OF STAND:

- a) Is the staff capable to deal with the trade inquiries?
 - b) Is the staff equipped with authority to discuss business with visitors?
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