



## The Pedlar's Shop

### Product Assessment Application Checklist

Please check off boxes and include  
this form with your application:

- A minimum of 6 items in each medium, produced within the last 12 month period. Submissions should be limited to two mediums. These pieces should be representative of your current work. Please note: If you wish to market any products through the Centre they must be seen by the committee. If your work should change significantly in medium or design, or if you introduce new products, they must be seen by the committee.
- A sample of your packaging and promotional literature. Business cards, hang tags, special care instructions, materials tags, etc. must be included if you have them.
- Any other printed materials you think important in order to understand your work. They may include newspaper or other media attention, your C.V., press kits, catalogues, etc.
- Retail pricing on each item.
- Your application form, completed in FULL.
- Payment of \$15 + HST (Total \$17.25) assessment fee addressed to:

*The Pedlar's Shop/Ross Farm Museum*

**Ross Farm Museum**  
4568 Highway # 12  
New Ross, NS B0J 2M0  
Toll Free: 1-877-689-2210

The following must be returned to The Pedlar's Shop:

**The Pedlar's Shop Application for Product Assessment**

This application is designed to help The Pedlar's Shop understand your craft and/or your craft business in order that we may help you succeed in your goals. Please read every question carefully and answer each one. Feel free to attach any other information (resumes, press clippings, etc.) that might help us to understand your craft and/or your craft business. Incomplete applications will be returned to the applicant and not submitted for product assessment.

Name: \_\_\_\_\_

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/Town: \_\_\_\_\_ Prov.: \_\_\_\_\_

Postal Code: \_\_\_\_\_ Phone (daytime): \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

Are you a current member of Ross Farm Museum? \_\_\_ Yes \_\_\_ No

Product Description (general)

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Please list the name, retail price and description of the samples you have submitted. (**Minimum of six items**) In your description please include:

- How items are made? (i.e. techniques, processes, equipment, tools)
- Are any parts of your product not created by yourself?
- What materials do you use in making your products?
- What parts of these items (if any) are pre-purchased components? (i.e. hooks, hinges, bases)
- Where do you obtain your materials?
- Where do your designs come from? Are they your own or traditional designs? If your designs are not your own, where do you get them from (patterns, books, etc.)?
- What do you feel makes your product unique?

1. Item Name \_\_\_\_\_ Retail Price \_\_\_\_\_

Description (please include the information as requested above)

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2. Item Name \_\_\_\_\_ Retail Price \_\_\_\_\_

Description (please include the information as requested above)

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3. Item Name \_\_\_\_\_ Retail Price \_\_\_\_\_

Description (please include the information as requested above)

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4. Item Name \_\_\_\_\_ Retail Price \_\_\_\_\_

Description (please include the information as requested above)

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5. Item Name \_\_\_\_\_ Retail Price \_\_\_\_\_

Description (please include the information as requested above)

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6. Item Name \_\_\_\_\_ Retail Price \_\_\_\_\_

Description (please include the information as requested above)

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**Craft Education and Training**

Some craftspeople have formal education and training in their craft. Others may have taken workshops or apprenticed. Some may have learned their craft from books and are self-taught. Others have had the tradition passed down to them. We would like to know if you have training in your craft and/or running a craft business. Please describe how and where you learned your skill and how long you have been practicing your craft. (Feel free to attach a resume if necessary) We want to know your story as to how you came to this craft.

**Your Craft Business**

Please complete this section if you presently sell your work or are hoping to do so in the near future.

- . 1A. Are you currently selling your work?

\_\_\_\_\_

- . 1B. If no, please proceed to question 2. If yes, how long have you been selling your work?

\_\_\_\_\_

- . 1C. Where do you sell your work? Please describe where and whether you sell retail, wholesale or consignment.

\_\_\_\_\_  
\_\_\_\_\_

- . 1D. What are your average annual sales? (optional)  
(This information will be kept confidential)

\_\_\_\_\_

- . 1E. Do you employ anyone? What tasks do they perform and how many hours per week do they work?

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2A. If you are not presently selling your work but hope to do so, please describe how and where you would like to sell your work.

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2B. Are you hoping to make your craft business a full-time or part time business? Please give details.

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3. Do you have a business and/or marketing plan for your craft business? If so, could you provide us with a copy? (optional)

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**You and The Pedlar's Shop**

Why are you applying for product assessment?

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The Learning Centre at Ross Farm plans to offer programs for craft development ranging from skills workshops to craft business educational opportunities. In order that we may understand the needs of our providers, we would like to know which skills and/or business training opportunities you might be interested in to further develop your work.

Please list:

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Do you wish to receive emails in the future from Ross Farm Museum and The Pedlar's Shop about upcoming events and opportunities?

YES \_\_\_\_\_ NO \_\_\_\_\_

A successful submission for product assessment does not mean automatic inclusion in marketing opportunities presented by The Pedlar's Shop, including representation in The Pedlar's Shop. Inclusion in The Pedlar's Shop is determined by careful consideration of many factors including (but not limited to) availability of space, display requirements, price point, presentation, consumer demand.

Artisans wishing to have their work represented through The Pedlar's Shop marketing programs/projects must reside in Nova Scotia at least six months per year.

We thank you for your interest in Ross Farm Museum and The Pedlar's Shop, and for taking the time to submit your work for assessment for sale with us. We greatly appreciate the effort you have put into this submission and we look forward to seeing your product and learning the story of your craft.