

Cyberjaya Farmers Market (“CFM”)

## Setup Guidelines & General Rules

# CYBERJAYA FARMERS MARKET

**reka  
scape**  
BY CYBERVIEW

**CASHLESS  
SOCIETY**  
CYBERJAYA



## Background

# What is Cyberjaya Farmers Market (“CFM”)

First started in September 2018, Cyberjaya Farmers Market is a weekly market held at Rekascape, Cyberjaya on every Saturday from 7am to 12pm. It is a curated morning market offering opportunity to startups and artisans to sell their ware and connect to customers, while maintaining good quality selection of vendors offering high standard products to keep crowd interested.

Cyberjaya Farmers Market is also the first cashless morning market under the Living Lab Pilot Programme (“CLLP”) of Cyberview Sdn Bhd but has since gone independent.



## Vendor Registration

# How do I become seller for CFM?

1. Go to our Facebook Page 'Cyberjaya Farmers Market' or Instagram @cyberjayafarmersmarket
2. Send a private message or Direct Message ("DM")
3. Fill in the form (admin will respond with the registration link)
4. Wait for committee member to vet out your application within 7 working days for processing your application.
5. If you are accepted, a committee member will contact you thru WhatsApps and share the Telegram link for you to join the Telegram group



## Price

# How much price per lot?

RM	Details
50	Lot with Table (6' x 6' / 10' x 10')
55	Lot with Table (6' x 6' / 10' x 10') + Power Source
70	PRIME* Lot with Table ((6' x 6' / 10' x 10') + Power Source*

\*PRIME Lot : High Demand Lot, Good Traffic & Visibility

\*Power Source (PRIME Lot) : Only selected location is included with Power Source (refer to the layout)

Layout

# Standard CFM weekly layout



- A1 Lots
- ▲ Tent
- ★ Prime Lots
- ⚡ Power source ready
- ⚡ Additional power source



CFM Lot Listing

Lot Num.	Shop Name	Category	Lot Num.	Shop Name	Category
A1		Light F&B/Pack Food/Cakes & Bakery/Beauty/Fashion & Lifestyle	D5		Light F&B/Pack Food/Cakes & Bakery
A2		Light F&B/Pack Food/Cakes & Bakery/Beauty/Fashion & Lifestyle	D6		Light F&B/Pack Food/Cakes & Bakery
A3		Light F&B/Pack Food/Cakes & Bakery/Beauty/Fashion & Lifestyle	D7		Light F&B/Pack Food/Cakes & Bakery
B1		Fashion & Lifestyle	D8		Light F&B/Pack Food/Cakes & Bakery
B2		Fashion & Lifestyle	D9		Light F&B/Pack Food/Cakes & Bakery
B3		Fashion & Lifestyle	E1		Heavy Cooking / Fresh Market
B4		Fashion & Lifestyle	E2		Heavy Cooking
C1		Light F&B/Pack Food/Cakes & Bakery/Beauty/Fashion & Lifestyle	E3		Heavy Cooking
C2		Light F&B/Pack Food/Cakes & Bakery/Beauty/Fashion & Lifestyle	E4		Heavy Cooking
C3		Light F&B/Pack Food/Cakes & Bakery/Beauty/Fashion & Lifestyle	E5		Heavy Cooking / Plants
C4		Light F&B/Pack Food/Cakes & Bakery/Beauty/Fashion & Lifestyle	F1		Plants
D1		Light F&B/Pack Food/Cakes & Bakery	F2		Plants
D2		Light F&B/Pack Food/Cakes & Bakery	F3		Plants
D3		Light F&B/Pack Food/Cakes & Bakery	F4		Plants
D4		Light F&B/Pack Food/Cakes & Bakery	F5		Plants
			S1		Light F&B/Pack Food/Cakes & Bakery
			S2		Light F&B/Pack Food/Cakes & Bakery/Beauty/Fashion & Lifestyle

## Criteria

# What are the criteria to be accepted as a vendor?

1. For F&B vendors (all type) you must possess a valid typhoid injection certificate.
2. Non-HALAL F&B is NOT ALLOWED & F&B vendors must make sure the INGREDIENT & HALAL process is followed
3. We encourage you to sell self-produced product and in line with the theme 'Farmers Market'. Such product is given priority.
4. We practice product placement through below categories;

Category	Type of Products
Cakes & Bakery	Bakery, cakes, pastry & dessert ready to sell (or heating only)
Pack Food	Ready to sell food, take away and packed ready to go
Light F&B	Cooking using only heating without cooking gas & messy cooking oil / heating
Heavy Cooking	Cooking with cooking gas & messy cooking oil
Fashion & Lifestyle	Clothing, apparels, accessories, home décor & furnishing crafts
Beauty	Beauty organic, body care, soaps, lotions, fragrances & candles
Fresh Market	Vegetables, fruits, raw meat, fish & chicken

## Criteria

# What are the criteria to be accepted as a vendor?

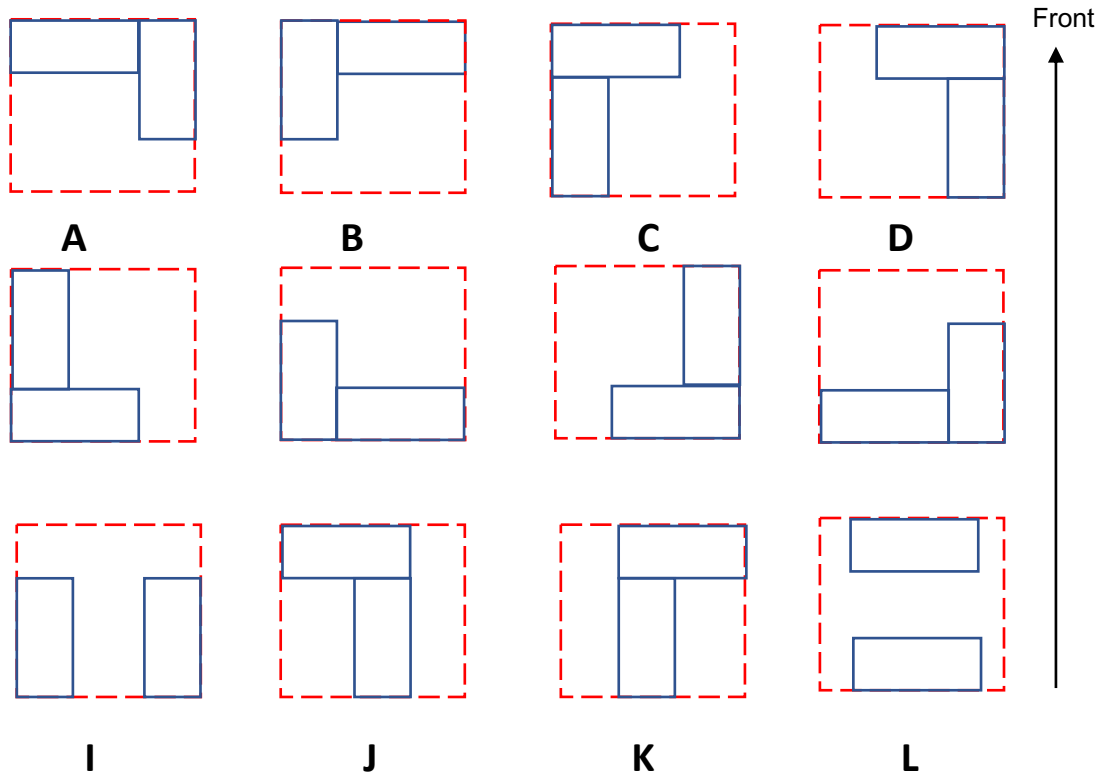
3. Abide by the 1 category rule. You are not allowed to cross or mix the above listed categories. You will be asked to decide on one category only should you list to join for two categories.
4. We do not allow Multi-level Marketing ("MLM") and Direct Selling products which is agent-based products to be on site, including but not limited to;
  - Containers, household products
  - Healthcare, supplement, dietary aid
  - Beauty products including perfumes, makeups
  - Water/air purifier, kitchenware
  - Tobacco/vape products





## Setup

# Booth Setup



To keep the overall business thriving and customers coming back we need to upkeep the image, brand visibility and presentation of the market through stand display. Due to impact to business, it is *non-negotiable*.

### Table Setup Basic

1. Lot allocation size is 6' X 6'
2. Under tent allocation is 10' X 10'
3. Every booth must have a **Front Facing CFM Tablecloth** (if available)
4. Standard backdrop tablecloth should be **Black** in color, from Jersey material
5. **Only 1** front facing table is allowed.
6. At least 1 meter space between booths
7. Vendor can choose any of the options given on the left for setup

## Setup

# Booth Display



We encourage vendors to be creative with their stand displays. However, there are some basic displays which are compulsory, and some not allowed.

### Table Display Basic

1. Compulsory to display *Cashless Payment Option* (encourage to display *“DuitNow”* QR)
2. Do not display any Pasar Malam imagery such as vinyl tablecloth, bare Air Balang containers, hanging plastic bags, open food packing on table (non-hygienic)
3. Avoid using plastic trays, focus on using wooden shelving, wooden crates, rent from the market organizer (if available).
4. Maximum 2 bunting per vendor, displayed on either left or right of stand without covering your neighbors stand

## Setup

# Booth Display (Continued)

1. All your products must be placed neatly in containers, do not arrange on table without containment
2. Label everything, product name, price, use chalkboards, table tags or A-stands
3. Encouraged to use stainless steel, acrylic, grass or wood/pine/pellet as display stands on table
4. Do not lay your products flat on the table, use a combination of shelving, hanging displays, crates, leverage stands etc. to create display interest
5. Avoid using plastic trays, focus on using stainless steel, wooden shelving, hooks, hangers, wooden crates. You can also rent from the market organiser.
6. Maximum 2 bunting per vendor, displayed on either left or right of stand without covering your neighbors stand
7. If you must hang horizontal banner, please tie at the back
8. No polypropylene banner allowed front; you may however hang small brand signages





## Appearance

# Vendor Appearance



1. All Vendors must wear mask, apron and hat/tudung/head caps when handling food.
2. Show the character of your produce for interest such as baker, gardener, cook etc.
3. Keep your personal hygiene in check with nails short and long hair tied back.
4. Always give a big smile and be helpful, offer local tourist information if received expatriate visitors.

Go Green

## Being Sustainable



We are sustainable, Plastic Packaging is not encouraged, pls try to use as much paper card box and paper bags if u can help it. It makes a difference to the environment and to your customer's changing habits and appreciation to our market. It builds a sense of belonging to the community surrounding us.

End

Thank You

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