



Snack Stand Side-Hustle Guide



INTRODUCTION

Starting a snack stand is one of the easiest low-cost hustles in South Africa. Whether you're selling at school gates, taxi ranks, events, office parks or busy street corners, this business offers fast turnover, low setup cost, and flexible hours.

This guide will help you set up a profitable snack stand from scratch using simple steps, clear pricing, and realistic local examples.



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Overview

A snack stand sells quick, low-cost, high-margin food items such as chips, biscuits, sweets, cooldrinks, ice pops, biltong, popcorn, or mini platters. It can operate from:

- A foldable table
- A gazebo
- A trolley/cart
- A market stall

Your goal is simple: sell fast-moving snacks at high-traffic locations.

Common SA locations:

- Tertiary institutions
- Taxi ranks and bus stations
- School exits (after class)
- Local events and soccer matches
- Community gatherings
- Office blocks



Who This Guide Is For

This guide is perfect for:

- Beginners with little to no business experience
- Students
- Stay-at-home parents
- Side-hustlers looking for daily cashflow
- Anyone wanting a portable business they can run anywhere



Benefits

- Low startup cost – You can start with as little as R500–R1,500.
- Fast sales – Snacks move quickly, especially in busy areas.
- Cash daily – Great for boosting your daily income immediately.
- Flexible – Operate any time, any place.
- Scalable – Start with one table, grow to multiple stands.

Step-By-Step Setup Guide

Step 1: Choose your niche

- Pick what you want to sell:
- Sweet snacks
- Savoury snacks
- Cold drinks & juices
- Mixed combo packs
- Healthy snacks

Step 2: Find a supplier

- Local wholesalers: Makro, Jumbo, Devland, Giant Hyper.

Step 3: Pick a selling location

- Choose a place with at least 200+ people passing per hour.

Step 4: Prepare your stand

- Set up a clean, eye-catching table or cart. Use bright cloth covers and organised baskets.

Step 5: Display nicely

- Snacks must look “grab-and-go.” Use clear pricing signs.

Step 6: Start selling

- Be friendly, stand on your feet, and engage customers.

Step 7: Track daily stock

- Know what sells fast so you can focus on high-profit items.



Startup Costs Breakdown

Item	Estimated Cost
Snacks stock (first batch)	R500–R1,000
Table or stand	R150–R400
Cooler bag/box	R100–R300
Branding (simple board)	R50
Gazebo (optional)	R400–R800

Total basic start: R800 – R1,700



Tools & Materials Needed

- Table or foldable trestle
- Cooler box or cooler bag
- Cash box or waist pouch
- Plastic containers or baskets for display
- Price tags
- Reusable shopping bags
- Umbrella or gazebo for shade



How to Find Customers

- Stand near school gates (after 2pm)
- Be at taxi ranks during rush hours
- Attend local sports days
- Sell near offices during lunch breaks
- Join community markets
- Go to weekend flea markets
- Tip: Don't wait – go where the crowds already are.



Pricing Strategy - Beginner

A simple formula:

Selling Price = Cost x 2 or Cost x 2.5

Examples:

- Packet chips bought for R3 → sell for R6
- Juice bought for R4 → sell for R8–R10
- Sweets bought in bulk → 200–300% markup

Keep prices simple:

R2 / R5 / R10 / R15 items sell very well.



Daily Operations

- Arrive early and choose a visible corner.
- Clean your table and arrange snacks neatly.
- Keep change ready (R1, R2, R5 coins).
- Restock during quiet periods.
- Track what sells best and adjust for tomorrow.



Common Mistakes & Fixes

- Mistake: Buying too many slow-moving items.
- Fix: Start small, expand your best-sellers only.

- Mistake: Poor display.
- Fix: Raise items to eye level; use neat baskets.

- Mistake: Overpricing.
- Fix: Keep your prices competitive for your area.

Legal / Safety / Notes

- Some locations may require a trading permit from the municipality.
- Avoid blocking pavements or entrances.
- Always maintain clean, safe food storage.
- Use shade to prevent snacks from melting or going stale.



Products to Consider

- Portable folding table
- Heavy-duty cooler box
- Rechargeable mini-fan for hot days

Final Checklist

- ✓ High-traffic location chosen
- ✓ Stock purchased from a wholesaler
- ✓ Table + cooler ready
- ✓ Prices labelled clearly
- ✓ Small change in pocket
- ✓ Display baskets arranged
- ✓ Best-sellers identified
- ✓ Daily sales tracking system ready



FREE VS PREMIUM

Feature	FREE GUIDE	PREMIUM GUIDE
1. Basic Overview	✓ Basic intro	✓ Deeper business breakdown
2. Step-By-Step Setup	✓ Starter steps	✓ Advanced systems & processes
3. Tools & Resources	✓ Essential tools only	✓ Full recommended toolkit
4. Scripts & Templates	✓ Basic scripts	✓ Expanded script pack
5. Pricing Guidance	✓ Simple markups	✓ Advanced pricing models
6. Financial Breakdown	✓ Basic startup costs	✓ Detailed profit model
7. SA Legal & Compliance Notes	✗ Not included	✓ Key legal requirements
8. Worksheets & Templates	✗ Not included	✓ Printable worksheets & templates
9. Marketing Funnel & Growth Strategy	✗ Not included	✓ Full marketing & growth roadmap
10. Scaling & Expansion Plan	✗ Not included	✓ Expansion roadmap & strategies