

Findings	Directory?	Local?	National	Online Shop	High street	Market
The closest competition. The shop is too limited as it only takes creatives from Greenwich. The shop is in the touristy part, lacks connection to the community.		X		X	X	
Area is too wide, it reaches across whole of south London, but some places in south London are harder to get to than outside of London. Started to become highly curated/popular/difficult. Markets are now in central London – losing touch with locality is modern and is successful for makers.		X		X		X
Started as an art gallery. The shop is to fund the art gallery space. The shop is a good way for makers to sell. Markets are add on and infrequent. Website lacks any information about makers/creatives. It's again an add on to the primary purpose.					X	X
For all business that do not have high street shops. Too wide of a scope. Has a purpose for contributors. Not sure how it is used by customers? Never come across it before.	X	X				
Limited Lewisham creatives only. Run by Cultural Enterprise Zone (Mayor of London). Government projects can be limiting. Gov. projects can also not sustain past the project end. Hasn't been fully formed yet and unsure of the strategy.	X	X				
High end artisan professionals. Curated. Part of wider social enterprise business packages. Makers are national (run locally).	X	X				X
For all small businesses in South London.	X	X				

<p>Too wide a scope. Is part of a wider discount scheme. Only about supporting local. Has neighbourhood search</p>		
<p>National directory of craft fairs as well as makers. The other end of curated, not curated, free for all. Looks old school (think church hall craft fairs). Cant see much info, unable to see unsponsored listings without signing in.</p>	X	X
<p>Biggest online market place in the world Has a London specific page. Great for potential customer base. Has become difficult to get seen. Become less and less monitored, see things that are not handmade on there</p>		
<p>Closest national competition. Took a lot of research to find it. Looks like it does have a good following/large. Relevant to events that the business already does. It's almost like a national version of what I would like to do. Can filter to London, but again not local enough, also brings up people near London.</p>	X	X
<p>For all indie retail. Too wide a scope. Not sure if it is only for businesses with high street shops. Seems to have a cover of both consumer and contributor focused content.</p>	X	X