

# Abstract

In Central Trinidad, these roadside vendors are no different are a common sight. They can be strategically positioned at roadsides selling their produce. This study examines the marketing profiles of rural and urban roadside vendors in Central Trinidad. For the purposes of this study a roadside vendor may be described as an individual who sells fruits and vegetables at roadsides. This project seeks to identify the marketing profiles of roadside vendors in Central Trinidad.

Data was collected through the use of questionnaires, interviews and observations with both the roadside vendors and their customers. The research found that all roadside vendors undergo the selling process and they try to maximize their profits by attempting to satisfy all the consumer's needs and wants. Convenience Sampling was the sampling method used. A total of 100 customers and 30 roadside vendors participated in the study. These customers and roadside vendors came from both rural and urban areas.

From the study it was found that there are differences in the way rural and urban roadside vendors promote their business and the marketing strategies used to attract their customer. In addition insight was gained into the forces which affect and influence the operations of a roadside stall.