

Castle Markets Project - Oral History

Interview Transcription

Interviewee Details

Name: Kashib AliRaja

ID Number: CM_053_AliRaja

Place of Birth

Year / Date of Birth

Interview Details

Interviewer: John

Date / Time:

Place: Castle Market

Transcription

Time		
	John	So my name's John I'm speaking to?
	Kashib	Kashib
	John	Kashib of Buy Direct. That's the name of your stall. I'd just like to ask you a few questions on behalf of the Castle Markets Project. How would you describe what this stall is and what it sells. Could you provide some details please?
	Kashib	This is a company of bed and mattresses and wardrobes so we sell beds, mattresses, wardrobes [??????]
00:31	John	Thank you. How long has the stall been established in Castle Market?
	Kashib	Its been a year.
	John	About a year, so its a relatively new stall. Does it belong to yourself, or a family or a company?
	Kashib	No its a company, I've been working here.
	John	Right, so whilst you've been running the stall, you've only been here relatively recently, have you got some strong demand for the products, have you noticed any changes in demand, has the demand increased or declined.

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	Kashib	No its been increased since we started, its been increased a bit but nowadays its been going down because people know that this market is changing so they are not coming that much to this market. It's i slowing down now, at the start it was slow but during Christmastime it's been high, people are buying you know you see the increase but now its been slowing down
01:22	John	So you feel that demand for the products in the markets have been taken by other stalls in the central area?
	Kashib	Maybe, the thing is the thing we are selling people don't buy regularly, they have to buy once and then they have to [?interrupted by John?] for years.
	John	Yes I see, so there is more demand....
	Kashib	It's been, I don't know whether its increased or decreased, but you know the thing is people are not coming to the market for things. I believe that people are not coming as much as they were coming before. That's why its been decreased.
01:52	John	So will you be moving to the new market on the Moor?
	Kashib	Yeh.
	John	And therefore you believe that demand for the product will increase then in that area. So you're looking forward to that and you believe that's going to be a positive move? So are you thinking that it may expand, your business, will you have a larger stall or is it going to be similar to this?
	Kashib	We have the same stall I think, we don't have too [???] in the new market, it may be a bit high so we will probably be looking for the same stall, the same size stall because you know in our business the stall must be big enough you know to show all the kinds of different quality of bed and mattresses to people so they can have better look at the product at what they are buying. So I think we will have the same size stall there and then we will see what will happen but probably I believe [??????]
02:52	John	I can see you have a catalogue of the products on sale so if its not in store can people order the product from the company?
	Kashib	No we don't have [? a supply?] at the moment but we are planning to have a website so that people can see on internet and they can decide which bed they want. Some people ask for it but we do these leaflets, the people look at some of the prices of the beds so we give these

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		leaflets to the customer.
03:19	John	And you're selling at a discount, yes. So that looks interesting. And also I was looking at this catalogue, this is why I asked the question so.
	Kashib	People see the catalogue and you know we don't have much space, they see in the catalogue and they want that bed we will order that one and deliver it to them.
03:37	John	So there's more, there's a broader choice available as well. Right, thank you. So can I just ask you a general question about the nature of your work. What do you like about the nature of your work whilst you are in the market on this stall? Can you just discuss that please?
	Kashib	You know its good you know you learn a lot when you are dealing with the customers and its my first experience of this business. Its a good experience and people are coming and they are buying, when you are dealing with the customers its good.
	John	So you are learning about the product sale and you like interacting with other people as well. Well that would conclude the interview. Thank you for your assistance.