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< Back to bulk supplies page The process for getting products to consumers can often involve multiple sources and a sometimes-complex web of touchpoints known as a supply chains, end goal is to move product</p> from one point to another. A common question we get is, What is the difference between wholesale and bulk? They are actually quite differences. What is wholesale? The term wholesale refers to a type of business that purchases large quantities of product directly from a manufacturer and/or distributor, stores the product in smaller quantities of product is key to securing discounted rates from a manufacturer. It is cost prohibitive for manufacturers to product is key to securing discounted rates from a manufacturer. their machines is the same for 100 units or 200,000. Wholesalers have the ability to meet demand from multiple customers at a time, making a profit on each sale. Lets consider an example: A retailer orders 1,000 widgets and the manufacturer charges \$5 per widget The Wholesaler then sells the retailer 1,000 widgets for \$10 per widget. In the end the manufacturer, wholesaler, and retailer make a profit on each phase of the supply chain. What is bulk buying? Bulk buying refers to the purchase of multiple quantities of product in exchange for a lower price per unit. Retailers or consumers based on their need can make this type of purchase. Amazon, Amazon Business, and big-box stores are examples of where you can buy in bulk. Benefits for you to consider when purchasing larger quantities: Buying Efficiencies: When businesses find wholesaler(s) that provide reliable inventory and sharp pricing, they cuts out the need to interact with manufacturers who typically have no available inventory on hand and often have long lead times for production. Cheaper Pricing:Because wholesalers are buying large quantities at discounted rates, they are able to pass savings to retailers. In the example above, the retailer is saving \$5 per unit by buying from a wholesaler versus going direct to the manufacturer with their small quantity order. Smaller Orders: Retailers are able to purchase smaller orders: Retailers are able to purchase smaller orders. Business Buying in bulk is easy with the tools Amazon Business customers have access to and the thousands of supplies available for purchase in bulk duantities. Heres how bulk buying works. Amazon Business tools for bulk buying works. Amazon Business tools for bulk buying works to list up to five pricing tiers for their products. For even larger quantities, customers can request pricing from all selling partners who offer a specific product. Paper towels Recurring Delivery: This tool offers you the convenience of automatic deliveries in addition to competitive pricing and free standard shipping. There are no commitments, obligations, or fees, and you can cancel a recurring delivery at any time. Food service prep containers Save time and money by accessing tens of thousands of products across these categories. Office SuppliesIndustrial & MRO SuppliesRestaurant suppliesMedical SuppliesBeauty Supplies Buy in bulk for resaleAre you looking to buy in bulk for the purposes of reselling? If so, we can help. Every week we work with over 2,500 resellers across brick and mortar and authorized resellers. The needs of these resellers are similar to that of end users; broad selection, competitive pricing, and fast delivery. The typical process for resellers today involves repeating cycles of ordering supplies from distributors when the reseller is low or out of stock. Often times this process and the subsequent delivery of supplies can take a week or more. With Amazon Business, resellers can streamline their process by simplifying the buying procedure and consolidating supplies and gaining access to the tools weve described above, like Quantity Discounts and Reoccurring Delivery. These features help resellers save time and money. This is a guide on how to buy wholesale products and sell them on Amazon. Unlike a lot of the stuff you may read about wholesale on Amazon, the wholesale product sourcing strategies in this guide actually work. I know because were using them right now to buy hundreds of thousands of dollars worth of products to sell on Amazon and how to find wholesale suppliers. Lets dig in [cp\_popup display=inline style\_id=8890 step\_id = 1][/cp\_popup] Selling wholesale on Amazon involves buying bulk products directly from the manufacturer or supplier of the product at a discount, then selling them as a reseller on Amazon for retail prices. This model allows you to sell products from established brands with existing demand. Before you can place a wholesale account will give you access to their products in bulk. Setting up a wholesale account with a good brand or supplier is the biggest barrier to entry for most people trying to get started with wholesale on Amazon. Another barrier is that a minimum order quantity will apply to your orders, meaning there will be a minimum amount of each product that you have to order. This increases the startup costs associated with wholesale when compared to arbitrage strategies. better off getting their first sales on Amazon with retail arbitrage and then leveraging the experience they gain to have success with wholesale order would be buying a bulk lot of mixers directly from KitchenAid (or one of their distributors) for a discount and then listing those mixers on Amazon for the regular retail price (or whatever a reasonable price is based on what other sellers are asking). After purchasing a product from the manufacturer or distributor, the product can then be sold via your online retail distribution channels. These channels can include Amazon, eBay, Jet, Walmart, your own website, and any other marketplaces where you are seeing the best results right now. Even if you want to sell on other channels as well, I recommend starting on Amazon. When purchasing an item via wholesale sourcing, you will generally pay around 50% of the manufacturers suggested retail price (MSRP). The industry term for items offered at 50% of retail is keystone pricing. Some suppliers will have the ability to provide discounts after you have worked with them for a period of time. In general, the margins of products sourced from wholesale suppliers will be lower than what you would get from inventory sourced via retail and online arbitrage, but wholesale: You can sell the same items over and over again. You can buy as much product from your suppliers as you can afford or sell.Youre dealing with existing brands with a proven track record (and sales data).You will be able to build relationships with manufacturers, brand owners, and distributors. The first major advantage is that once you set up a relationship with a supplier, you can keep selling that item as long as there are buyers. When you are running low on inventory, you can simply order more! If you have ever sourced a product via retail arbitrage, you may be familiar with how frustrating it is when you cant get any more units of a profitable product that sells quickly. With wholesale, you can send your supplier an order and get more product on the way immediately in most cases. The second advantage is directly related to the first. When you set up a relationship with a supplier, you can get as many units at one time as it makes sense to based on how much money you have and how well the product sells. In some cases, you can buy hundreds or thousands of a single item at one time. This is another big advantage compared to the arbitrage methods because you can make your supply levels match the demand for the product. Unlike the first two, the third advantage is one shared with the arbitrage methods you are dealing with products and brands that already exist, which means you have data indicating exactly how well the item has sold in the past. This also usually means that you dont have to create new listings and work to get them to rank on Amazon. While private label strategies have a lot of distinct advantages, you lose the benefits gained from existing branding and sales pages. The fourth major advantage involves the relationships youll build, which can impact your business positively in many ways: Referrals to other suppliersFree financing of your inventory purchases through payment terms. Ability to negotiate better pricing for the items you are purchasingAbility to be the exclusive seller for some or all of the products a supplier sells. This provides a big competitive advantage! These benefits are still available in 2019, better pricing for the items you are purchasingAbility to negotiate better pricing for the items are still available in 2019, better pricing for the items and the products a supplier sells. and if you are interested in taking advantage of them, the rest of this guide will show you how. In this section youll find three things that are absolutely required in order to get started with wholesale, plus two things that are absolutely required in order to get started. Money to buy inventory The most basic thing you will need to get started with wholesale sourcing to sell on Amazon FBA is an Amazon seller account. If you dont have one set up yet, you can read more about that here. The next thing with. This will be required for the vast majority of suppliers. The process of setting this up will vary by state, but all of the information should be available on the secretary of states website for the state you live in. Google and your secretary of states website for the vast majority of suppliers. recommend having at least \$500 available for inventory before getting started with wholesale. More is definitely preferable, but you will be able to find suppliers where you can do opening orders for less than this. If you are starting with less capital than this Id recommend doing retail or online arbitrage first. Now for two things that will dramatically increase your odds of success. The first is a website and an email at your companys domain name. While you can technically start with a gmail address, it is very unprofessional. Setting up a nice website that talks about your company, and how you can help the suppliers that will be working with you is cheap and relatively easy, but it greatly boosts the image you convey and the odds people will work with you. Setting up a website is a simple process and can be done for around \$50. Id recommend setting it up through either iPage or Siteground. These are 2 companies Im using right not for websites in my business, and both have been more reliable than other options. If you arent comfortable setting up a site yourself, Ive had good results having websites put together through Freeeup for very reasonable rates. The other thing that Id recommend having is a plan for adding value to your suppliers. Most manufacturers get a lot of wholesale account requests, and the quickest way to make your request stand out is to add value beyond just buying their products? The above is by no means and to sell their products? The above is by no means and exhaustive list and are just a few things to give you a jump start. Think about these things in advance, and give suppliers is the first and one of the most challenging parts of wholesale sourcing. Finding and securing a relationship with a manufacturer, brand owner or distributor will take the majority of your time (especially early on). In general the main key to securing a wholesale relationship is to follow the following format for successful outreach: Email < Phone < In Person All 3 of these methods of communication work, and should be used in your outreach Weve found that in person is the best way to land new accounts early on, with phone being the next best option, followed by email. The more personal you can make your outreach, the better your chances of being heard the farther right you move in the above spectrum as it will make it more personal. Basically the farther right you go, the harder it is for a rep to say no! With that introduction on communication options, lets look at some of your options for finding wholesale suppliers. Here are methods were used and are still using: Trade showsCold call or email representatives of products we have sold previouslyFind products on Amazon that are selling well, and reaching out to the companyDoing research via Google on products we want to sell and finding their local distributors Trade shows can be a great way to get accounts set up with suppliers. They are usually industry-specific, and will have many different vendors looking to sell their products. This makes it the perfect environment to look for products to sell. When you are trying to decide which trade show to go to, I recommend starting with ones that are local to you. You can locate these by searching trade show to go to, I recommend starting with ones that are local to you. add that into your search as well. When first looking for trade shows, Google is where Id recommend starting. Then once youve attended a trade show, I recommend starting. Then once you talk to and you are likely to find out some other good shows to presentatives what other shows they will be attended a trade show. attend. Some will likely tell you that, you need to go to X trade show or X is the biggest trade show of the year. If they say something like that, Id recommend doing some further research to see if attending makes sense for you. Another way to find potential products to source wholesale to sell on Amazon is to use Amazon itself to search. Simply search for a brand or product name that you are interested in selling, and search for it on Amazon. Then look through the search results and see if there are products there that look like they have potential if you are able to setup an account with the supplier. Here are the main things we look for when using this method: A sales rank with a number less than 100KA selling price above \$20Amazon.com is not listed as a sellerThe product isnt being sold directly by the manufacturer If the product fits those criteria, then its likely worth getting in contact with the company to see if you can get an account setup. Doing this research prior to reaching out is a good idea to make sure the product fits those criteria, then its likely worth getting in contact with the company to see if you can get an account setup. has potential, and makes sure you use your time efficiently. An important side note: This is an example of a way you can use some easily available data points to help influence your behavior. This is important to be able to filter through all of the opportunities that exist on the Amazon platform. We factor the above data points into just about every wholesale sourcing decision we make. Learning to follow what works based on analytical information has served us well, and is something I recommend others use to their advantage. If you have a theory, or think a product may be good, do some research and test it before proceeding. After you have found a product that you want to purchase wholesale to sell on Amazon, then its time to get things in place to be able to begin ordering. Here are the steps involved with setting up your account with a manufacturer or distributor and placing your first wholesale order. Find a product Reach out to the individual who makes decisions about their wholesale distributionConvince them that you should be one of their distributorsFill out any eCommerce agreements (if applicable)Obtain product catalog and price listEvaluate price listPlace opening order This is a general order of how things typically go. There will be some s that have additional steps, and some that have fewer, but this should give a good idea of what to expect. I will go into more detail on some of the most important steps throughout the remainder of this post. When you reach out to companies, youll want to get in contact with the main representative for the brand, put that you are interested in purchasing. For the purposes of this post, well use the term brand representatives. Brand representatives (Reps) are the people youll communicate with to purchase product from each brand. They can have various titles such as: Sales RepresentativeBrand ManagerTerritory Representative Your goal will be to get in contact with the brand representative that can help you get an account opened to sell their products. At times, these individuals will be gatekeepers and will need to understand why they should sell their products to you. Many reps have been instructed to ignore online-only businesses without getting many other details. At this stage, its very important to clearly communicate your value adds, and how you will be able to help them. The more things you can do for a brand owner, and the more clearly you communicate that, the better your odds of being able to purchase from them. You have to come up with creative angles for why you would be a good retail partner for the brand/distributor and how you could help grow their business. Providing value can take many different approaches, but try to identify issues, do what you can to help them solve the issue. This can take many forms, but one example weve had happen is buying product that the company has had trouble selling to other people. Another example is providing expertise related to helping them understand different online retail marketplaces. If you can help in these ways, and build rapport & trust with the representative, your odds of being able to purchase from them wholesale go up dramatically. In addition to providing value, make sure you have a clear message before starting your outreach. I find it often helps to show your outbound emails to people close to you or other members of your team (if applicable). You want the messaging to be concise and coherent as you oftentimes only get one chance with a representative to determine if you will be able to work together. I recommend doing this for emails, phone calls, as well as in-person events. Its also a good idea to practice for questions that are likely to come up if youre having the conversation on the phone or in person. We practice all of these things with all team members prior to attending any trade shows, or having them help with outbound phone. calls. The goal for all outreach: No matter how you contact the brand representative or who you talk with, your first goal should be to get the account setup forms. This will gain you some momentum and makes it more likely to keep the conversation going and ultimately get the account setup. wholesale contact and some sample explanations: Type of store / Whats your story? / Why do you want to carry their brand?Mention you are an online (insert category name) retail business that is looking for new products to add to your current selectionCurrent customers are expressing demand for their productsYour story should fit your categoryOther products you sell:List any products you sell that are similar if none, mention that you are just getting started and would like to purchase their products because it fits the customer base you are marketing to.Brick & Mortar presence/location (If you have one)Distribution methods / marketplacesAmazon, eBay, Jet, Walmart, etc.Full price or off-price retailer?Frame the conversation as you sell for full price rather than sale merchandise Assuming you are able to work something out and the representative agrees to try to open an account, youll want them to send over the account setup forms to your email. At this point, you will usually need the following information for most account applications (in addition to the info above): Tax ID Number/Resale CertificateThis is your state resale certificateEIN NumbersIf you have an account with UPS, you should have a parcel and freight shipping Address. If not, you can have most companies ship to you and bill you on the invoice under their shipping accounts. Dun & Bradstreet NumberThis is a company that does credit checks for business. If you dont have one, you can register for one here. Note that Dun & Bradstreet has paid plans, and you will almost certainly be marketed them at some point (either via mail or phone). I would not recommend any of their paid options, as the free one is more than adequate. References If applying for creditThis is a list of other wholesale accounts you have had in the pastMay ask for banking references as wellBank Acc Info If applying for credit \*Also keep in mind that most accounts will only be opened if accompanied by an initial order, so youll want to be able to send that in with the forms. Well talk more about deciding what to order later in this post. After youve filled out all the required information, submit it all to the company. If you dont hear back within 2 to 3 business days, reach out and see if you can get an update. A lot of business success comes down to persistence. This is a time when you want to push to get the account up and running. For some accounts we currently order from its been necessary for us to follow up 4 or 5 times to get an account opened up. This doesn't happen every time, but persistence does pay off in some cases. When you hear back from the company on your account application, hopefully you will be getting their products. If your application, hopefully you will be getting their products. If your application was declined, try to find out the reasons why. Then see if you can reopen the dialogue to address the concerns and see if theres a way you can add value that will be able to get them to reconsider. You cant win every account though, and you will get some nos that cant be solved for one reason or another. Its important to determine the difference between a situation where you should move on and one where you should continue to try to win the account. This is a bit of an art form and will be easier as you have more contact with potential brands. If we determine that its a firm no, we will move on and set a reminder to follow up with that company in 6-9 months to see if anything has changed. Once you have an account set up, youll want to acquire a list of all the products the supplier sells and the pricing information. This can usually be found in the product catalogs or other information you were provided when you opened the account. If not, youll want to reach out to your representative to ask for it. Your goal should be to get this information in a spreadsheet that includes prices and UPCs to make evaluation as easy as possible. Weve been able to get a list of prices and UPCs in a spreadsheet from the vast majority of accounts weve worked with. When you make this request, you might be initially be met with some resistance. If you are persistent, they typically will be able to get it for you. In the event you cant get the spreadsheet with prices and UPCs, then Id consider having a virtual assistant help get the data into a spreadsheet. Once you have the products and prices in a spreadsheet, you can run them through a tool that will help you evaluate the products and prices in a spreadsheet. Price Checker 2 below. If you already are using Tactical Arbitrage for online arbitrage, then Id recommend using that for your initial evaluation: Setup the Prices, here are the things youll want to set up before starting the evaluation: Checker 2 softwareSelect the excel document (file) to run in Price Checker 2Make sure the columns for UPC and price pull through correctly and match up with the correct headers from your fileInput a cost profile to estimate prep and ship costs which can be factored into the net profit/ROI results when the product is evaluatedYou should enter what these costs are in step 9 in the screenshot below Then hit submit and the file will run and youll be able to make buying decisions based on the output! Make sure to fill out the boxes next to all of the information you need to make a sourcing decision. It will include the price its selling for, how much you will net after fees, the current sales rank, and many other useful pieces of information. To decide which products to buy, I recommend using buying guidelines that are similar to what you typically use for retail and online arbitrage. Some, but not all, of the main things to make sure you factor into what to buy include: Sales rankROINumber of sellersTotal purchase amount. If you are interested you can setup a free trial to Price Checker 2 here. This process is fairly straightforward for those with previous selling history. You simply have the company you are buying from ship to your address. They will either bill you for shipping on the invoice, or theyll ask for your UPS parcel or freight number. If they mention that they can Bill collect to your address. So its the same as asking for your freight account number. If you dont have an account with UPS, youll want to head to their website and create an account if you have a supplier asking for this number. Once the product is received at your location, you can then go through the process of prepping the items to be sent to Amazons FBA warehouses. You can then go through the process of prepping the items to be sent to Amazons FBA warehouses. wholesale business grows, you can typically negotiate shipping rates with the carriers you are using. The more volume you do with them, the larger the discounts they will be able to offer. This can provide very material savings on every shipment you do going forward. Once you have product shipped to Amazon warehouses, you will hopefully see some sales roll in quickly. At this point, your job becomes keeping the profitable products in stock so you can sell them over and over again. Your goal should be to keep all of your profitable products in stock at all times. This will be challenging right away, but over time you will be able to get very close on most of your accounts. The flip side of this is that you dont want to have too much in stock, as that ties up capital and incurs storage fees. So its a balancing act. For most companies we work with, our goal is to place orders for 45 days worth of inventory at a time. This gives us time for the supplier to get the order ready, the product to be shipped to our location, our team to process it to ship to FBA warehouses, and to arrive at FBA warehouses without running out of stock. Youll want to evaluate what order quantities make sense in your business, but the goal should be to have just enough to stay in stock without having too much excess. For any product that you are going to order again, you should make sure that you made your desired profit on the initial sales and that the pricing at the time you are ordering it again will allow you to make your desired profit. Prices change over time, so its important to make sure that you evaluate your profitability at current pricing before reordering. Tracking all of the inventory levels of all of your products you source wholesale is a very important task. Well walk through two ways you can use tools to help you with this task now. The first option to setup replenishment alerts of items to keep track of. Lets walk through a quick example of how to setup a replenishment alert on any item in your inventory: First, locate the item in your inventory and click on the button just to the replenishment alerts option that pops up: You will then be taken to a screen to set the inventory level you want to be notified of when you reach. Lets say you set the replenishment to 10 units, that means that when your inventory level reaches 10 units, Amazon will let you know. You can set up the replenishment alert quantity in this screenshot: After clicking save, you will receive alerts going forward when your inventory reaches the level you set. The above method is great when starting out but can be difficult to manage as your business scales. If you reach that point then its worth taking a look at getting a more robust tool involved. We currently use RestockPro to help us manage which products to reorder. When you first start using RestockPro, we recommend setting up your metrics at what you believe will be optimal and then fine tune over time with the overall goal of avoiding going out of stock on the items you are selling. Using RestockPro is a bit beyond the scope of this post, but if you sign up Id recommend reading through their user guide. Theres a lot of different settings, and its important to know how each one works. Q: What companies should I contact to find wholesale suppliers? A: Any that you have determined have potential. They meet your initial criteria for selling price, demand, etc, but above and beyond that if you think they might have potential, reach out. Q: Should I attend trade shows? What trade shows should I attend? A: Yes, this follows up on the In person method from above. This will be your best chance to open an account with many companies. You should google potential shows for the categories you sell in and try to attend related local shows as this will help ease you into the process. Q: Do you have to be able to receive pallets when doing wholesale sourcing for Amazon FBA? A: No you dont have to. As you scale your business it will likely be necessary, but right away you wont need to. Most of your initial orders will be shipped via parcel carriers at arrive at your location via Fedex or UPS. Q: Do I have to have to have to have to have to have a website? A: No you dont have to have a website? recommend setting one up. Its much more professional, and will give you an email at your companys domain too. So while you technically dont have to, seeing results will be harder with a website. Q: How much money do you need to get started with Amazon FBA wholesale sourcing? A: Minimum orders for suppliers we work with range from as low as \$150 up to several thousand dollars. The majority are between \$200 and \$1,000 for the minimum order. I wouldnt recommend trying to start wholesale sourcing with less than \$500. If you can start with \$500 or more then you should be able to place one or two orders to get the ball rolling. If you dont yet have \$500, Id recommend starting with retail arbitrage. Here are a few tips for you as you get started growing the amount of inventory you are able to source via wholesale. Focus on how you can add value to your suppliers. This was discussed a bit above in this post, but its a very important part of seeing results with wholesale. Use the methods outlined above as ideas, and then get creative in ways you can help suppliers. And most of all listen to the problems they bring up in your conversations with them, and see what you can do to help.Patience will pay off. In our experiences, the process to get a new wholesale account open can take 3 months or more. Many of the accounts you want to open are going to be relationship based and there is no way to rush this process. Some accounts will open up to you after you engage with the brand representatives over an extended period of time and they begin to understand that youre in the business for the right reasons. They want to be sure that you are more of a partner and less of a flash in the pan type of seller. Online sales are often viewed as a riskier model from a representatives point of view and various companies weve worked with have had issues or perceived issues with online sellers in the past. Consider doing wholesale in conjunction with another sourcing method. Especially if you are currently doing retail or online arbitrage, I would recommend adding wholesale as a component to your business, but I wouldnt shift all your time to wholesale right away. You will save yourself frustration if you gradually move to this model. This is the same advice I would give to those that wish to quit their job to sell online. You want to test and generate some results before going all in.Refine your processes over time. Now that our team has invested several years into this process, we are purchasing over \$100,000 of products from our wholesale suppliers monthly. This didnt happen overnight and took many months of continual effort to scale and refine our methods. When we started out we were met with some real challenges and received a lot of nos, but we found ways to solve problems and move the business to the next level by constantly evaluating our approach. Doing the same in your own business will give you the best chances of success. Stick with one category to snowball. We recommend picking one category to snowball. able to land one account in a category it generally becomes easier to get another account in that same category. Companies in a category, companies in a category, companies in a category it generally becomes easier to get another account in that same category. your results will snowball in this way. Pick a category, refine your message, and you should start to see some breakthroughs. Keep your winners in stock! Renegotiate over time. That brings us to the end of this introduction to wholesale sourcing. If you put consistent effort in and refine over time, this process will lead to a significant wholesale business. Its a lot of work to get setup, but the beauty of sourcing wholesale is that you can sell the same products over and over again. This means that the work you put in now can pay off for years to come. So get out there and get some wholesale accounts! About the co-author: This post was coauthored by Nick Kopischke, the COO of the Amazon business talked about on this website. Hes been with the business since 2014, and has helped grow the wholesale sourcing side of the business from zero. In 2018 we did over \$2.9 Million in sales of products purchased from our wholesale sourcing side of the business from zero. In 2018 we did over \$2.9 Million in sales of products purchased from our wholesale sourcing side of the business from zero. sourcing via wholesale, as well as how to scale an Amazon FBA wholesale business to millions in sales per year. This post provides an introductory overview of what it takes to get started with wholesale business to millions in sales per year. per month via wholesale sources, you can learn more here. Please comment below if you have any questions with wholesale sourcing. If you've been selling on Amazon for some time and you want to take your business up a level, selling wholesale sources, you can learn more here. making some side money with online arbitrage, but you're feeling like you've plateaued a little and you want to add a little more excitement to your Amazon wholesale is going to be a great challenge for you to explore. In this guide we're going to explain what Amazon wholesale is, the pros and cons of this method, how it compares to other methods of selling on Amazon, and how you can get started in your very own Amazon wholesale business. Generally speaking, selling on Amazon, source it cheap enough that you can make a profit when you sell it. But of course this is a very simplistic, high level view of how it works. You also need to take into account all of the time and expenses that go into making an Amazon, it really comes down to the method in which we source products. If you are a wholesale seller, you are sourcing products in bulk from an actual wholesaler, rather than buying small quantities from a retailer like you might with online arbitrage. This brings with it greater reward. How Selling Wholesale on Amazon WorksIf you've been a reader of the Clear The Shelf blog for any amount of time, you might know that I'm an avid believer in the online arbitrage model. This isn't to say that all other methods are wrong, it's just where I found my groove and it is such a great model that can almost be completely outsourced. Being an Amazon Wholesale seller is just as good as online arbitrage if you ask me, but there are definitely some more risks involved. (I'll explain these later in the pros and cons section). The premise of Amazon wholesale is the same. You need to do your due diligence and find profitable products to sell on Amazon business. Let's break down wholesale is the same. of steps.Step 1 - Create an Amazon Seller Account This is quite easy to do over at sell.amazon.com, but you will also need to choose between an individual or professional seller account. An individual account has no monthly fee, but it does attract an additional 99c fee per sale. A professional seller account will set you back \$39.99 per month but it also gives you various other perks and advantages over a an individual account. Step 2 - Research Phase of your wholesale journey is going to take you the longest. This is where you will use various methods to find the best products to sell on Amazon.I don't recommend that you take shortcuts here, because selling wholesale really is all about finding the right products that are just going to rot in your garage, not selling. That's like tipping money down the drain. Software can be extremely helpful in the product research phase. I highly recommend you get yourself a Keepa Product Finder subscription (just over \$20 usd per month) and consider using software like SmartScout to help find brands to sell on Amazon. Step 3 - Find a Wholesale Supplier A Wholesale S you will need to then start reaching out to wholesalers, distributors, or manufacturers to try and get your hands on a steady supply of the product. This can pose some challenges for people that aren't comfortable doing cold outreach, but the benefits far outweigh the drawbacks in my opinion. You may find that any legitimate suppliers will require you to purchase a minimum order quantity (MOQ) of a product, which is really what wholesale is all about. Buying in larger quantities to reduce your costs and make more profit margin. Take a look at my guide to finding wholesale suppliers for more help on this step. Step 4 - Decide on Your Amazon Fulfillment MethodWhen it comes to selling on Amazon you have two fulfillment methods. Fulfillment by Amazon or Fulfillment by Merchant. I've covered these methods further along in this article but no matter which you calculate your costs with both fulfillment methods. Step 5 - List and Sell! If you've made it this far, it is time to list and sell your products on Amazon. There is a learning curve here, much like all of the steps, but once you've got a few sales under your belt this step of the process will become second nature. Now let's start discussing some of the advantages and disadvantages involved in selling wholesale on Amazon. Amazon Wholesale Pros and ConsAs with any sort of business venture, there's always upsides and downsides. It's important to evaluate all factors at play when exploring a new business venture, there's always upsides and downsides. It's important to evaluate all factors at play when exploring a new business venture, there's always upsides and downsides. ability to buy products cheaper than what you might find them if you were doing online or retail arbitrage. Once you have started selling a particular brand on Amazon for a while, there is always the opportunity for you to negotiate being an exclusive seller on Amazon for that product or brand. This isn't always a guarantee, but it is certainly possible. Because you are buying your products from a wholesale supplier in bulk, you will be getting them at a much cheaper price than you otherwise would be able to. Sourcing products for less, generally means great profit margins. One of the key reasons for wholesaling is to sell established, popular brands on Amazon. For this reason, you'll be leveraging the reputation of the brand you are selling. This is much easier than selling something more unknown, or selling private label for example. While the research phase can be tedious, see more about this in the cons section, you can also launch your business relatively fast if you've found a particular product that you are buying in bulk from a wholesaler. There's nothing worse than running out of stock when you are riding a winning product. Buying in bulk gives you a competitors run out of stock. Without a doubt, one of the biggest hurdles that scares sellers away from wholesale is the initial investment required. You need to buy in bulk, many wholesale suppliers have a minimum order quantity (MOQ), so the initial outlay of cash is going to be reasonably significant. Once you've sourced a product you want to sell on Amazon, the next thing you'll need to do is find a wholesale supplier, distributor, or manufacturer. If your new to wholesaling, you may find it challenging to get approved with wholesalers. You will also need to do some cold outreach and build a relationship with suppliers sometimes requires a little charm and salesmanship. It is not impossible though, so don't give up at the first sign of rejection when it comes to finding an wholesaler. Because you are buying products in bulk, and investing more cash in the process, you will most likely be spending a lot more time on your initial research phase. This, along with the process of securing a wholesale supplier, can become guite time intensive if you are doing everything yourself. Being an Amazon wholesale supplier, can become guite time intensive if you are doing everything yourself. Being an Amazon wholesale supplier, can become guite time intensive if you are doing everything yourself. Being an Amazon wholesale supplier, can become guite time intensive if you are doing everything yourself. Being an Amazon wholesale supplier, can become guite time intensive if you are doing everything yourself. 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Being an Amazon wholesale supplier is the supplicit. Being an Amazon wholesale supplicit. Bei competition can be a good thing because it means there is demand. Buying any amount of inventory to sell on Amazon brings with it the risk that the products won't sell as you had planned. If this happens with wholesale, you'll be stuck with large amount of inventory that you may need to liquidate. This is a very common question and while the two business models share many similarities, their are significant differences.Let's cover a couple of the similarities first.Buying in Bulk - Both methods involve buying products in bulk.FBA vs FBM - Both methods involve buying in Bulk - Both methods involve buying in Bulk - Both methods involve buying in Bulk - Both methods involve buying products in bulk.FBA vs FBM - Both methods involve buying in Bulk - B the method of sourcing. Private Label involves placing your own brand (label) on a product, which means you need to negotiate with manufactured. There is a significant amount of innovation involved in private label products. Private label sellers look for unique gaps in the market and bring their own product to market. Private label sellers may very well be selling generic, widely available products with their own brand named slapped on them, but this method of private label isn't as viable as it once was. Amazon wholesale simply involves selling generic, widely available products with their own brand named slapped on them, but this method of private label isn't as viable as product.Both methods can be wildly profitable.FBA or FBM, Which is Better for Amazon Wholesale?To answer this very common question, it's important that you have an understanding of both business models first. A Simplified Infographic of Amazon FBA vs FBMAmazon FBM, Fulfillment by Merchant, is where you as the seller handle all of the product storage, picking, packing, and shipping. Amazon FBA, Fulfillment by Amazon, on the other handle everything from there. They will even handle everything from there. They will even handle everything from there. FBA attracts extra fees when it comes to warehouse storage, but these are costs you would need to cover yourself if you are going down the FBM route. If you are going down the FBM route. If you value your time and want to take a more hands-off approach to your business, where you can spend more time sourcing and negotiating with suppliers, then Amazon FBA is going to be the best option for your wholesale business. If you want full control over your inventory, or you sell oversized or slow selling products which may attract more fees from FBA, then perhaps Amazon FBM is going to be a better option for you. Neither options are wrong, but it is going to come down to your particular scenario. More often than not, Amazon FBA wholesale is going to be the best way to go. Amazon Wholesale Frequently Asked Questions One of the great things about selling on Amazon is that you don't need a huge amount of startup costs will be a little more than something like online or retail arbitrage, but you still don't need a fortune. I recommend you have around \$1,000 to start, but obviously having a little more is going to give you some breathing room. Your wholesale supplier MOQ (minimum order quantity) is going to dictate how much you need, too. This is going to be specific to the country or state that you live in. Licenses you may require include things such as a business, which is something like an LLC or S-corp if you are in the US. These are topics that you will need to speak to a qualified accountant with so you can ensure that you are getting the correct advice. Absolutely yes, Amazon wholesale can be an incredibly profitable business. But much like any business, be it brick and mortar or online, there is a risk of failure. You must do your due diligence and take careful steps when it comes to investing money into something new. Amazon has various restrictions on its products, many products and categories are restricted, so you will need to explore more about getting ungated on Amazon before you find and purchase inventory to sell on Amazon. I have written a full guide to help you find and secure Amazon wholesale accounts if you want to learn more about this topic. MOO stands for minimum order quantity. This is the minimum number of units that your supplier requires you to purchase when you order from them. As the old saving goes, there's many ways to skin a cat. This couldn't be more true when it comes to selling on Amazon. You can make a bucketload of money selling wholesale on Amazon, but you can also do this with private label, online arbitrage, or flipping books on Amazon. Many of the methods of selling on Amazon aren't for me, but wholesale is definitely up there on my list of the best ways to run and Amazon business. If you're interested in learning how to wholesale on amazon, I recommend you taking a look at the Wholesale Challenge, created by yours truly along wholesale maestro Corey Ganim. Selling platform. With millions of customers browsing Amazon daily, it offers tremendous opportunities for wholesale sellers to reach a wide audience. However, to get high profits from Amazon wholesaling, it is important that you choose the right items to sell. So, in this guide, we will introduce you to the list of wholesale items to sell. purchase products in bulk Amazon wholesaling is a program offered by Amazon that allows businesses to purchase products in bulk directly from manufacturers and distributors. It is designed to cater to the needs of businesses that require larger quantities of products for resale or internal use. Selling wholesale on Amazon involves a series of benefits: Established customer base: Amazon has a massive customer base of over 300 million active users, many of whom are already familiar with and looking for the products that wholesalers can source their inventory from a variety of reputable suppliers, which can help to ensure a consistent supply of products and competitive prices. Scalability: The wholesale business model is highly scalable, meaning that sellers can easily increase their sales and profits by selling more products or expanding into new categories. Amazon brand Approval, which can help to increase their brand awareness and credibility. Lower risk: Selling wholesale on Amazon is generally considered to be a lower-risk business model than other types of online selling, such as retail arbitrage or private labeling. This is because wholesalers are not responsible for product development or marketing, and they can typically buy products in bulk at a discounted price. Notably, regardless of the selling method you choose on Amazon, there are certain business setup practices that youll need to follow. In the case of wholesale sellers, this may involve obtaining a business license and a sales tax permit, also known as a resale certificate. These two items allow you to purchase products without paying taxes and collect sales tax on behalf of your state. Furthermore, most brands will require this information from you before granting you access to a wholesale account. Now, lets explore in detail the best wholesale items to sell on Amazon in the top 9 categories, including: Electronics Beauty and personal care Home and kitchen Health and wellness Clothes Accessories Craft supplies Sports and outdoors Pet supplies The electronic category has a high profit margin. This is a result of the ever-growing demand for innovative gadgets. Especially for millennials and Gen Z, these two customer groups often need to upgrade their electronic devices. The reason is that these devices serve their work and entertainment needs a lot. Another part is due to following the general trend, you know, electronics can become obsolete quickly. As an Amazon seller, you need to pay attention to some point to wholesale electronic products, as follows: Partnering with reputable wholesale suppliers in the electronics industry to give you a competitive edge. Always conduct thorough market research to find the right balance between demand, competitive edge. wholesale electronics items you should consider include: Smartphones Tablets Headphones Chargers Earphone Smartwatch . The lifespan of beauty and personal care products are consistent wholesale items to sell on Amazon. This is quite understandable as people are paying more and more attention to taking care of their appearance as a way to show self-love. This is also the result of many years of beauty bloggers spreading their influence on social networking platforms. On the other product categories that are heavily influenced by seasonal trends, beauty and personal care products have year-round demand. This makes them less susceptible to sales fluctuations based on specific holidays or seasons. When sourcing beauty and personal care products, prioritize quality, reputable brands, and compliance with Amazons policies and regulations. Offering various options and catering to different customer needs can help you capture a larger market share. The beauty and personal care category includes a wide range of products, including: Skincare Makeup Fragrances Personal hygiene items. Every household requires home and kitchen products Home and kitchen products are the next great wholesale items to sell on Amazon. They are essential for everyday living, it would be difficult to have a household without the presence of home and kitchen products. accommodation. To wholesale home and kitchen products, you should not ignore the following key elements: Looking for sourcing environmentally-friendly, durable, and innovative home and kitchen products to stand out in a crowded marketplace. Finding unique, high-quality products that cater to the diverse needs of homeowners and kitchen enthusiasts. Read customer reviews and stay updated on emerging trends. Some items that you can exploit in this category of wholesale items to sell on amazon include: Kitchen appliances Cookware and bakeware Kitchen gadgets Dinnerware and serveware Food storage and organization Kitchen linens. common You know, there is the growing emphasis on personal health. As a result, the health and wellness industry is booming, and products in this category become one of the best whole-sales items, you need to carefully grasp a few notes to quickly reap big profits. That is: You always need ensure the quality and safety of your products. Compliance with relevant regulations and certifications is essential. You need to stay informed about health trends and incorporate products that address the latest consumer needs, such as immunity-boosting supplements or fitness equipment suitable for home workouts. Here are some specific items in this wholesale items to sell on Amazon category that you should consider for your Amazon wholesaling store: Vitamins and supplements Healthy snacks Essential oils Sports nutrition Weight management products Natural and organic products Clothes is one of best selling product on Amazon Clothing is a necessity, and there is a constant demand for new and trendy apparel. People are always looking for clothing items for various occasions, such as everyday wear, special events, or seasonal outfits. Thats why this category is always on the list of wholesale items to sell on Amazon. It is also one of the best product to sell on Amazon. Not only that, the fashion industry offers a wide range of niches and subcategories, allowing sellers to specific clothing types, styles, or target markets. This enables sellers to differentiate themselves and cater to specific niche like activewear or offer a wide range of apparel, staying up-to-date with the latest fashion trends is crucial. Collaborating with Amazon suppliers that provide high-quality clothing options at competitive prices will allow you to cater to the diverse tastes of Amazon customers. Here are some most common wholesale items to sell on amazon of clothes category you should consider: T-Shirts Dresses Jeans and pants Activewear Outerwear Swimwear Intimate apparel Childrens clothing. They are the perfect complement to any outfit, and customers are always on the lookout for unique and up to date pieces. Furthermore, just like clothing, the accessories industry develops according to trends. Therefore, it brings a lot of lifetime opportunities for whosalers on this one of the best marketplace for selling products. To wholesaling accessories, please keep in mind that: Be on the lookout for unique designs and trendy accessories that can appeal to fashion-conscious consumers. The accessory market is influenced by fast-changing fashion trends, so keep an eye on the latest styles and adapt your inventory accordingly. Besides, we would like to introduce to you some specific items in the wholesale accessories you can sell category, including: Belts Jewelry Hats Sunglasses Wallets Watch bands Headbands Handbags Scarves Keychains Craft supplies can sell with a rewarding venture Art materials to DIY kits. They are increasingly popular as people explore creative hobbies. Craft supplies can sell with a rewarding venture Art materials to DIY kits. with a rewarding venture, especially if you can tap into niche markets with unique products. Additionally, there are some other things you need to keep in mind when wholesaling craft supplies, such as: Offering informative content, such as crafting tutorials or project ideas, to attract and engage your target audience. Partnering with wholesale suppliers for Amazon sellers that offer a vast selection of high-quality craft supplies can position you as a go-to seller in this niche. Here are some certain items in this category you can wholesale: Pom poms Charms Scrapbooking supplies Paper crafts Outdoor gear appeals to adventurers and fitness enthusiasts. Recreation equipment are sought-after products that appeal to adventure enthusiasts and fitness-conscious individuals. Especially in recent years, as people tend to return to nature enthusiasts and fitness-conscious individuals. by the development of sport and outdoor products. As a result, these products become wholesale items to sell on Amazon. When wholesale items to sell the most suitable products, limiting inventory. Some specific items in this category for selling wholesale on amazon are: Fitness equipment Outdoor gear Sports apparel Water sports equipment Outdoor recreation Sports afety equipment Outdoor recreation Sports afety equipment Outdoor gear Sports apparel Water sports and the number of pet owners is constantly increasing. Therefore, pet supplies clearly become on the list of wholesale items to sell on Amazon. Although it brings many profit-making opportunities for Amazon wholesale items to sell on Amazon. organic or eco-friendly pet products, to differentiate yourself from competitors. Create informative product descriptions, guides, and tips to build trust with pet owners guidance-seeking. Heres the list of pet supplies for Amazon wholesaling: Pet food Pet toys Pet beds and furniture Grooming supplies Collars and leashes Pet apparel Training behavior tool After getting to know a lot of best wholesale items to sell on Amazon, do you know how to sell wholesale on Amazon? We will guide you step by step, from selecting the right products to negotiating with customers. The first step in how to sell wholesale items on Amazon is to determine the type of products you want to offer. By selecting suitable wholesale products to sell on Amazon, you can increase the chances of establishing a successful wholesale business on Amazon. To choose the most suitable product for your selling wholesale on Amazon, you need to: Look at your interests, expertise, and market demand. Conduct thorough market research to identify popular and profitable wholesale items. Check out eCommerce strategies best practices to know how to do market research effectively. Analyze customer preferences, competitor offerings, and product reviews to make informed decisions. Be aware of seasonality factors, as some products may have fluctuating demand throughout the year. Once youve determined the product you want to sell, we move to how to find wholesaler? Its crucial to find reliable Amazon wholesale suppliers or other marketplaces. Some things you should follow include: Start by attending trade shows, industry events, and networking with other sellers to connect with potential suppliers. Utilize online directories, such as Alibaba, ThomasNet, or

SaleHoo, to find reputable wholesalers. Carefully vet each supplier, considering factors like product quality, pricing, shipping options, and customer reviews. Establish strong relationships with Amazon suppliers who can consistently provide high-quality products to ensure customer satisfaction. These tips are also answer for question where to buy wholesale products to sell on Amazon? To make your wholesale products stand out on Amazon, its essential to create compelling product listings. Here are some note for generating your interested Amazon product listings and provide accurate dimensions, specifications, and variations. Optimize your product listings with relevant keywords to improve visibility in Amazon SEO guide to optimize product listing effectively. Two common fulfillment methods on Amazon Now, Amazon offers two primary fulfillment methods: Fulfillment by Amazon (FBA): Amazon FBA wholesale business can store their products in Amazons warehouses, where they handle storage, packaging, and shipping. Learn how to start an amazon FBA business is necessary for every Amazon sellers, especially new ones. themselves. It would be better to look the advantages and disadvantages of each method and choose the one that aligns with your business goals, budget, and infrastructure. FBM offers more control and potentially higher profit margins. Meanwhile, if you are wholesaler for Amazon FBA, you can easily access Amazon Prime customers. At the same time, you can save a lot of time and effort preparing for the shipping and return process. Amazon will handle all of these steps for Amazon seller fees when using FBA. The final step on how to sell wholesale items on Amazon is Building strong relationships with your customers. It is crucial for long-term success in wholesale selling on Amazon. We highly suggest you: Engage with customers through product reviews, answering questions promptly, and providing exceptional customer service. Consider reaching out to potential customers directly through Amazons messaging system or through email marketing campaigns. Negotiate pricing, volume discounts, and favorable terms to attract repeat business and establish yourself as a trusted wholesale seller on the platform. Keep customers informed about product updates, restocking, or any changes in your business policies. Remember that proactive communication can build trust. Amazon Wholesaling vs. Retail Arbitrage When it comes to selling products on Amazon, Amazon wholesaling is not only selection for you. Amazon offers many other options, such as Amazon dropshipping, private label, arbitrage is often confused with Amazon wholesaling. However, while both involve selling products on Amazon, there are key differences between the two. Amazon wholesaling: As we mention above, is a business model where sellers purchase products in bulk from manufacturers or distributors and then sell them on Amazon. In this model, sellers typically have a direct relationship with the product source and buy products at wholesale prices. Wholesaling requires sellers to invest in inventory upfront and manage the logistics of storing and shipping products. Retail arbitrage: It is a business model where sellers find products at retail stores, often at discounted prices, and then resell them on Amazon for a profit. Sellers leverage price differences between retail and online markets to make a profit. Retail arbitrage does not require sellers to invest in inventory upfront, as they source products on a per-sale basis. However, it does involve more time spent on product sourcing and scouting for profitable deals. In summary, the main differences between Amazon wholesaling and retail arbitrage are: Purchase products in bulk directly from manufacturers or distributors Source products from retail storesInvest in inventory upfrontSource products on a per-sale basisHandle storage, packaging, and shippingOften use Amazons fulfillment services (FBA) to handle these tasksTypically have lower profit margins if they find products at significantly discounted prices Some wholesale products that sell well on Amazon include: Electronics Beauty products home and kitchen items Clothing and accessories Health and wellness products. Notably, its important to conduct market research to identify trending products and analyze customer demand to maximize sales potential. It is generally legal to buy products in bulk and sell them on Amazon. However, there may be certain restrictions and guidelines that you need to follow. It is important to ensure that the products you are selling are not counterfeit or infringing on any intellectual property rights. Additionally, you should comply with Amazons policies and terms of service regarding product listings, pricing, and customer service. There are multiple sources where you can buy products to resell on Amazon. Some common options include: WholesalersDistributorsManufacturersTrade showsLiquidation salesOnline marketplaces. We recommend you conduct thorough research, network and compare prices and terms from different sources can help you find the best products to resell on Amazon. To sell wholesale on Amazon, you generally do not need a specific license. However, you may need to comply with certain legal requirements, such as obtaining a resale certificate or business license, depending on the state or country you are operating in. In conclusion, Amazon wholesaling offers a vast array of opportunities for those looking to sell on Amazon. With more than 40 best wholesale items to sell on Amazon, from electronics to fashion, beauty to home decor, the choices are endless. However, it is crucial to remember that success requires a deep understanding of how to buy wholesale and sell on Amazon. Besides, if you want to take your eCommerce career to the next level, LitCommerce is one of the tools you need. Contact us to learn more about this great tool. Finally, dont forget to join our vibrant Facebook community and follow our blog to get the latest and exciting news about the eCommerce industry.

Items to buy in bulk and sell on amazon. How to buy in bulk and sell on amazon. Buy in bulk and sell individually.