

## Are you Ready for Wholesale?

What do you have that can be of interest to a general purchaser?

Do you have a store-worthy line?

Do you know who your target market is?

So let us get started.....

What is wholesale?..... It's when an artist sells at a discounted rate in larger quantities to larger shops.

**Wholesale is generally the way to make a REAL living as an artist.** Another great thing about wholesaling is that an artist ends up having a **network of loyal retailers** who feel just as great about their products as the artist does. **They no longer must ship one item at a time but 10-200 items at once, saving time and resources.** Once an artist has a group of loyal customers and **has set the prices of their pieces appropriately**, they will find that though the prices may be lower per item, they will make a LOT more money due to quantity and repeat buys than they would selling piece-meal.

## Self Assessment

**Do you have an assortment of items that will appeal to a retailers' customers?** Or at least one or more that might. Being part of the A.I.M. Co-operative means you do not have to have it all. But do not just put in all that you make, be **SELECTIVE** on your own items.

The A.I.M. Cooperative Group will have a good variety to offer. And each retailer has a specific aesthetic in their store that you as a Manitoba Made Artisan/Artist MAY or MAYNOT fit or appeal to their clientele base. If you have a collection it does help a retailer to see that you are invested into your special collection and are a solid business that they can re-order from.

### Is your packaging cohesive and professional?

A Retail Shop owner wants to know that you not only have a wonderfully saleable product that is made with quality, but your special branding and packaging needs to be thoughtfully considered and executed. Retailers need to see that you have a cohesive brand messaging throughout your packaging and a product that will look wonderful on their shelving.

### Know your costs?

Get to know your costs of what it takes to make each of your products. You need to know how it can adapt your supplies, workflows and minimum order quantities in-order to carefully price for wholesale and be sure you make profits on the wholesale price.

You "Selling at wholesale" to the general public, does that work for the consumer, when the retailer adds it to a Retail price for their shop? It is industry standard for average retailers to sell the price of an item at twice it's cost, if not more, at which they purchase it from you. Hence the price you sell it at is called Wholesale so they can sell it at Retail. Example: If you sell a minimum number of one product for \$25 wholesale to the retailer/boutique then they will be retailing them for \$50 each or more.

For retail shops to be able to sell your merchandise, they need to be able to at least **double your wholesale price** (many stores do 3 times the wholesale price, to be able to afford overhead; ads, rent, photography, design needs, staff, etc.). You must think of wholesale pricing as the amount you need to make in-order to sell your items in bulk. If you can't afford to sell your \$15 tee at \$7.50 to a reseller, it looks like you need to raise your prices! If that means your retail Tee is now \$24 so that you can get \$10-12/Tee, then it's just icing on the cake if you do happen to sell one at full price on your own!

**A \$15 tee is great at Popular Box Store! Don't compete with the low-end market—it's not worth it.**

You need to value your time and your talent.

**Also, remember, once you set a wholesale price, you must sell to all your customers at that price** (regardless if they double or even triple your pricing). You must also respect your customers by pricing the items you sell on your site at the same retail price point. Meaning, if you wholesale at \$25, you should sell your item for \$50 or more on your site and all your competitors will sell for the same OR more depending on their ratio. **Your wholesalers will be turned off by having to compete with your personal pricing or the pricing of other shops selling the same things for less.**

The most common thing I've noticed is how often artists undervalue themselves when they price their items! This means that when they are asked to wholesale (sell at a lower rate to larger stores enabling them to fill more lucrative orders and receive the money upfront) they must cut their prices so low that it becomes a loss to them to sell wholesale.

