



## Offering Goods For Wholesale: Frequently Asked Questions

Over the past two years we've worked with over 200 Makers and small businesses. Some of those we've worked with have been wholesale only, others have started on consignment before transitioning to wholesale. We aren't claiming to be experts on the subject, but are happy to try and help answer some of the most common questions about offering goods for wholesale.

Things to consider:

- What is your wholesale rate? Typical wholesale discounts range between 40-50% of the retail price. This can vary slightly depending on the complexity of goods or volume ordered.
- Do you want to offer your entire inventory or select goods only?
- How will you tell retailers what products you have available? Consider creating a line sheet or catalog if that makes sense, or direct retailers to your website for available designs.
- What would be your minimum initial order value? This can be a total order value or number of units.
- What would be the reorder minimum? This is typically less than the initial order minimum.
- Do you want to offer an additional discount for larger orders? (ex. 45% for 20 units and 50% for greater than 20 units).
- How will you invoice retailers? Handwritten receipts, emailed documents, or automatically via your website or a program such as Square.
- What will be the payment terms for the retailer (prepayment, on delivery, 30 days)?
- How would you want orders placed? Email, password protected website portal, other?

*Please note: This is intended to act as a guide based on our experience working with local Makers & small businesses. We are not claiming to be experts, nor that this is the only way to approach wholesale- if you have further questions please reach out to us, or do your own research!*