

WHOLESALE MAKER

SPROUT COURSE

Let's get you ready to wholesale





Welcome, I'm Melanie

I'm truly excited to guide you on this journey of growing your creative business.

You've already taken an important step by deciding to move from simply creating products to building a business that can thrive in the wholesale market.

By the time you complete this course, you'll have a clear, step-by-step roadmap, practical tools, and the confidence to transition from maker to wholesaler with success.

This is your opportunity to position your brand for growth and open new doors for your business.

Let's get started.

A top-down view of a white desk on a wooden surface. On the desk is a silver laptop with a black screen, a pink spiral notebook with the word 'hello' written on the cover, two gold paper clips, a clear pen holder with white pens, and a clear stapler. The background is a light-colored wood grain.

Your Roadmap: five key modules

Module 1: Foundation

Begin with the right mindset, structure, and clarity around your products and brand positioning.

Module 2: Profitability

Focus on building reliable systems, improving your production capacity, and scaling your business strategically.

Module 3: Targeting

Identify and approach the right retail partners for your brand, those who value what you offer and align with your vision.

Module 4: Growth

Create reliable systems, improve your production capacity, and scale your business strategically.

Module 5: Sustainability

Build lasting retail relationships, manage expectations, and turn one-time orders into consistent, long-term partnerships.



Are You Ready to Wholesale?

Before diving deeper, reflect on these self assessment questions:

- Is there demand for my product?
- Why would a retailer choose my product over others?
- Do I know who my competitors are?
- Would my product stand out on a retail shelf?
- Have I identified viable retail opportunities?
- Is my brand and product story cohesive?
- What's my elevator pitch?
- Am I tracking my time and money effectively?
- Are my administrative and ordering processes ready?
- Are my suppliers prepared for growth?
- Am I ready to scale and handle large orders?

Use your answers to identify areas requiring extra focus throughout this course.

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Visualise Your Success

- Secure consistent bulk orders
- Build profitable long-term relationships with retailers
- Be free to work on your own terms
- Move beyond the limitations of one-off sales
- Picture your products on store shelves
- Connect with customers across different marketplaces
- Grow your brand and refine your craft
- Build a reliable wholesale system
- Gain confidence, and the ability to scale sustainably
- Reduce burn out and don't lose your creative spark
- Create a clear strategy
- Become a more empowered version of you



About Me

This journey has given me the lifestyle I once dreamed of, creative freedom, financial independence, and the joy of doing what I love every day.

Now, my mission is to help you achieve the same.

Retailers are constantly looking for fresh, authentic, and high-quality products.

I'll guide you through positioning your brand as a must-have supplier, building lasting retail partnerships, and developing a business that supports the life you truly want to live.

I can't wait to share this journey with you and see your success unfold.



Are you market ready?

Module 1 introduction:

This is where we lay the foundation for your wholesale success.

You're likely here because you're ready to move beyond the day-to-day hustle of markets, Etsy, and one-off retail sales and step confidently into the more stable and profitable world of wholesale.

You're craving freedom, better control over your schedule, and more time to focus on what you love: creating and growing your brand.

This module will help you prepare both mentally and practically for that next step.

We'll be setting the groundwork for a smooth transition, a strong business mindset, and the confidence to move forward with purpose and clarity.

Market Readiness Matters

Being prepared for wholesale isn't just about having a great product. It's about building a dependable business that retailers can trust and want to work with long-term.

Every detail matters, from consistency and communication to how you manage expectations.

If these expectations aren't met, it can lead to real setbacks:

- Lost sales for both you and the retailer
- Damage to your reputation as a reliable supplier
- Frustrated retailers dealing with returns or unhappy customers

Retailers have long memories, one poor experience can close doors for good. That's why preparation is everything.

Let's make sure you're not only ready to enter the wholesale space but confident enough to thrive in it.



Retailers' Expectations: The Foundation of Wholesale

Retailers are your future partners, and they have clear expectations:

Consistency:

Retailers need to know they can rely on you to deliver a consistent supply of products. This allows them to meet customer demand, avoid empty shelves, and keep their own customers happy.

Professionalism:

From your packaging to your communication, retailers expect a high level of professionalism. This builds trust and makes them confident in doing business with you. Your professionalism reflects on their business.

Profitability:

Retailers are in business to make a profit. Your wholesale pricing directly impacts their ability to do that.

PRO TIP: Meeting these standards builds long-term trust and repeat business.



Wholesale Terms & Order Process

Before you start selling wholesale, define your policies clearly:

- **Minimum Order Quantities (MOQs):** What are you willing to accept?
- **Payment terms:** How and when do you expect to be paid?
- **Shipping & handling:** Aus post or freight account? What are your lead times?
- **Lead Times:** Always include expected turnaround times on invoices.

MOQs are recommended to be relatively small for a new business, to attract more buyers and ease into mass production.

I recommend that all payment terms with new clients be pro forma, payment up front, and then you can discuss credit arrangements after a few sales.

You may want to offer a contract for ongoing credit arrangements and procedures.

Shipping and handling are usually paid for by the purchaser. Free shipping for higher purchases is a nice goodwill offering.

Clarify your lead times on your invoice.

Name Registration & Online Presence

Your brand identity matters, consistency is key.

Make sure your business name, domain, and social media handles align before you proceed.

Avoid duplicates and confirm your business name is legally available.

- Choose a name that clearly reflects your business.
- Secure your .com, .com.au, or relevant domain.
- Maintain uniform branding across your website, email, Instagram, and Facebook.



Compliance & Legal Considerations

Before you start selling wholesale, make sure your business is protected and compliant with all legal requirements. This not only safeguards you but also builds confidence with retailers and customers.

Here are the key areas to cover:

- **Product Liability Insurance:** Protect your business against potential product-related claims.
- **Intellectual Property:** Secure your designs, brand, and creative assets.
- **Regulations & Labelling:** Follow all local packaging and product standards.
- **Business Registration & Tax:** Register your business and meet tax obligations.
- **Bookkeeping & Accounting:** Use reliable systems or professionals to manage your finances.

Each region has its own compliance requirements, so check with your local business authority for specifics.

Protect your design anti-copyright in design.

<https://www.acid.uk.com/>



Branding & Packaging

Your packaging is your **mini billboard**.

It sells your product before you even speak.

- Does it feature your logo, brand colours, and message?
- Is your product information clear and professional?
- Is it designed for how retailers will display it; shelf, counter, or hanging?
- Is it durable and eco-friendly?

PRO TIP: Take a critical look at your current packaging.

Is it consistent, protective, and visually aligned with your brand?

Note what can be improved.





Wholesale Terms & Order Process

Before you begin selling wholesale, it's important to have a clear and professional system in place for how you handle orders, payments, and communication.

Retailers value suppliers who are organised, transparent, and dependable.

Order Fulfilment:

Plan how you'll receive, process, and ship wholesale orders.

- Do you have a business postal or freight account set up?
- What are your lead times for production and delivery?
- How will you ensure accurate packaging and timely shipping?

A reliable fulfilment system helps you maintain credibility and keeps repeat buyers happy.

Sales & Marketing Materials

Strong presentation materials make a huge difference when approaching retailers.



Here's what you'll need:

- **Lookbook or Line Sheet:** A concise catalogue that showcases your product range, pricing, and order details. Canva or PowerPoint work well for this.
- **Website:** Your online showcase. Make sure it's professional, easy to navigate, and reflects your brand identity. If you sell both retail and wholesale, platforms like Shopify are great for managing both.
- **Business Cards:** Still valuable for in-person events, trade shows, and local networking.
- **Elevator Pitch:** A short, confident introduction to your brand – who you are, what you sell, and what makes your products stand out.

These tools help you present your brand professionally and build trust with potential stockists.



MODULE 1 SUMMARY

- Being market-ready isn't just about having a great product; it's about building a business that's structured, reliable, and ready for growth.
- When you have clear systems, strong branding, legal compliance, and professional presentation in place, retailers see you as a trusted partner, not just a creative maker.
- The effort you put into preparation now will save you time, money, and stress later. Positioning your brand for long-term success in the wholesale world.



MODULE 1 CHECKLIST

- Are you ready? Do your due diligence with your market research, don't be too hard on yourself, but it's important to be subjective and honest
- Is your product already out there? If so, can you improve it?
- Wholesaling means you're going to have to consider delegating production, find a good fit with a good price
- Register your business name, matching domain and socials
- Design and refine your branding for packaging, presentation and marketing materials cohesively
- Prepare your product presentation and ordering systems



Pricing for Profitability

Module 2: Introduction

Now that you've laid your foundation, it's time to tackle one of the most crucial parts of your wholesale journey - pricing.

Getting your numbers right determines whether your business thrives or struggles. This module breaks down key pricing strategies to keep you profitable and competitive.

Wholesale Pricing Strategies:

There's no single formula for success but there are proven strategies that work across industries.

Let's explore a few on the next page...

Pricing Strategies

- **Cost-Plus Pricing:** Calculate your total cost per unit and add a fixed percentage markup.
- **Keystone Pricing:** Double your cost per unit for a simple, standard margin.
- **Competitive Pricing:** Research comparable wholesale products and position your price accordingly.
- **Value-Based Pricing:** Price based on perceived value – how your customers feel about your product.

Key Takeaways:

- Accurate costing is the foundation of profitable pricing.
- Your price must cover your expenses, create room for profit, and leave enough margin for retailers.
- Your pricing strategy should reflect your overall goals and brand positioning.



Understanding Wholesale Margins

Ask yourself: Is my pricing structured for wholesale success?

Wholesale price: The price you sell your products to retailers.

Retail price: The price retailers sell your products to the end consumer.

Generally, your wholesale price should be **30–50% of the final retail price.**

To calculate accurately, start with your **Cost of Goods Sold (COGS):**

- Direct materials
- Direct labour (including paying yourself a fair wage, even if you make the products yourself)
- Manufacturing & admin overheads
- Packaging
- Marketing

PRO TIP: Use an Excel or Google Sheets template to record and calculate these costs accurately.

Calculating Your Costs

To price your products correctly, you need to understand your Cost of Goods Sold (COGS), the total cost to produce your product.

Breakdown:

- **Direct Materials:** Raw materials that go into your product (fabric, clay, paint, etc.)
- **Direct Labour:** The cost of creating your product, including your own time. As you grow, this expands to include employees or artisans.
- **Manufacturing Overheads:** Indirect production costs such as
 - Rent
 - Utilities
 - Equipment depreciation
 - Packaging materials
 - Shipping supplies
 - Administration costs



Calculating Your Costs

Don't overlook other business expenses like:

- insurance
- website hosting
- marketing
- accounting
- graphic design
- IT assistance
- travel expenses
- rent
- telephone
- subscriptions

If you're going to expand, it's important to factor in your outsourcing costs, so if you're currently making your products, price in an employee or manufacturer, PLUS your wage, into your overall expenses.

PRO TIP: Download free business plan templates from business.gov.au to help organise your costs and plan ahead.

Wholesale Pricing Formula

Here's the simple equation for pricing with confidence:

$$\text{COGS} + \text{Desired Profit} = \text{Wholesale Price}$$

Then retailers apply their markup (usually **2x to 2.5x**) to set the final retail price.

To stay profitable:

- Separate your fixed costs (rent, insurance, etc.) from flexible costs (materials, labour).
- Set clear sales targets that cover all expenses plus your desired profit.

If it's not profitable, it's not sustainable, and it's not a business, it's a hobby.

Factoring in Your Profit Margin

Your wholesale price should do more than cover your costs, it must generate a profit that sustains and grows your business. Your profit margin is the percentage of revenue left after all expenses are deducted, and it's the foundation for healthy cash flow.

Pricing for Growth:

Think beyond today. A strong pricing strategy should empower you to:

- Assess your profitable base
- Scale production efficiently
- Hire and train employees
- Invest consistently in marketing
- Expand your product line or enter new markets

PRO TIP: Pricing isn't just about survival; it's about building the financial strength to grow confidently.



Store Price Points

Just like you, every store operates within specific price ranges that reflect their brand and target audience.

Your wholesale pricing must allow retailers to sell your products at prices that fit comfortably within their existing lineup.

How to Gauge a Store's Price Point:

- **Visit in person:** Observe the types of products they carry and their price tags.
- **Explore their website:** Online listings can reveal their typical pricing structure and customer expectations.

Alignment is key. When a store's aesthetic, values, and customer base align with your brand, your products naturally complement their shelves – making them easier to sell and more likely to succeed long term.



MODULE 2 SUMMARY

- Calculate your costs
- Price for profitability
- $COGS + \text{Desired Profit} = \text{Wholesale Price}$
- Understand your wholesale margins
- Factor in your profit margin
- A strong pricing strategy will empower you
- Wholesale pricing allows retailers to sell your products at prices that fit comfortably within their existing lineup

PRO TIP: Remember your target customer and price point; it's never a race to the bottom. Price according to quality and originality.



MODULE 2 CHECKLIST

- Visit your local government site to help you with templates and tools to prepare your spreadsheets.
<https://business.gov.au/tools-and-templates>
- Make a list of all of your expenses, fixed (utilities) and flexible (product)
- Find your fixed expenses per year and month, and start with a base amount of products you have to sell based on your flexible expenses to achieve the profit you need to pay yourself a wage on top
- Write it up and put it on your wall in front of your computer, and refer to it as a mission to achieve each month.

Finding the Best Store Match

Let's start thinking strategically about where your products will truly shine.

Module 3: Introduction

Now that your products are market-ready (or nearly there!) it's time to figure out who you should be approaching to sell them. Finding the right stores for your brand is a critical step in your wholesale journey. It's not about pitching to everyone; it's about being selective and intentional.

Who should you approach?

Think of it this way: you're not just selling products, you're building partnerships.

You want those partnerships to be beneficial and aligned on both sides.

Ask yourself:

- “Who is my ideal customer?” Then, consider where those customers shop. That's where you want to be.
- “What stores align with my brand's aesthetic and values?” Your brand tells a story, it has a personality. You want to find stores that share that same vibe.

Researching Similar Brands

A powerful way to discover the right stockists for your brand is by researching other brands that align with yours. This approach helps you identify stores that already cater to a similar audience and maintain a matching price point.

Step 1: Identify aligned brands.

Look for brands that share your aesthetic, quality level, and target customer – but that don't compete directly with you. For example, if you create handcrafted jewellery, a brand that sells designer handbags or boutique apparel could be a good match.

Step 2: Check their stockist pages.

Most established brands list the stores that carry their products on their websites. These pages are an excellent starting point for building your own contact list.



Be strategic & respectful

Step 3: Avoid approaching the stockists of your direct competitors

Direct competitors sell the exact same product niche as you.

eg. Do you both sell lavender-scented bath milks, or olive oil bath soap?

Many stores value exclusivity and strong supplier relationships, and it's best not to create friction. Instead, focus on stores that feature complementary brands, ones that would display beautifully next to yours, without overlapping product lines.

Always approach these opportunities with professionalism and discretion.

Thoughtful, well-targeted outreach will make your brand stand out for all the right reasons.

Five Ways to Find the Right Store

01: Look at brands that align with yours and check their stockist pages.

- As discussed earlier, this is a smart way to uncover potential stockists. Focus on *complementary* brands, not competitors.
- **Complementary:** You sell jewellery, they sell fashion.
- **Competitors:** You both sell similar items at similar prices

02: Use Google Maps, my go-to every time.

Google Maps is a goldmine for store discovery.

Here's how to use it effectively:

- **Use specific keywords:** Instead of searching “clothing stores,” try “designer homeware,” “gift boutique,” or “ladies fashion” in your target area.



Five Ways to Find the Right Store

- **Explore thoroughly:** Once you find a potential store, review its website, social media, and customer reviews to see if it fits your brand.
- **Plan your outreach:** Call stores as you go and create a route for your sales trip, setting appointments when possible. Gather names, emails, and contact details for follow-up.

03: How to call stores professionally.

Keep your calls simple, confident, and to the point – store owners are busy.

On the next page you'll find a sample script you can adapt:

Introducing Yourself

Hi, my name is [Your Name] from [Your Brand].

We design [Your Product Category], and I believe our products would be a great fit for your store.

I'd love to schedule a brief appointment to show you our collection. Would that be possible?"

Professional, polite, and brief – that's how you make a solid first impression.

04: Walk the talk – visit stores in person.

There's no substitute for seeing a store firsthand. You'll get a feel for the atmosphere, the type of customers, and how your products might look on their shelves. Visiting in person also shows store owners that you're serious and committed.



When You Visit, Be Prepared

- Bring your business cards, samples, and a clear elevator pitch.
- Don't ambush – introduce yourself naturally if the opportunity arises.
- Leave a positive impression that reflects your professionalism and brand story.

05: Look for stores that align with your brand story and price point.

Before you even begin reaching out, make sure you're clear on your brand values, price range, and target customer. This clarity helps you identify stores that truly fit.

Never just show up and demand a meeting – think of it like dating. You first make sure your values align before asking for that first “date.” The same principle applies when building retail partnerships.



Tips for Calling Stores

When reaching out to potential retail partners, confidence and preparation are key. You want to come across as professional, organised, and easy to work with.

Be prepared to:

- Answer basic questions about your products, pricing, and wholesale terms.
- Share your minimum order quantities and production lead times if asked.
- Respect their time – if they say they're busy, politely ask to schedule a call for a better time.

What to include in your follow-up email:

- Once you've had an initial call or meeting, follow up within 24-48 hours. Keep it short, friendly, and informative.

Your follow-up email

Remember to include:

- A brief recap of your phone call or meeting.
- Your elevator pitch – a one-minute introduction to your brand.
- A link to your lookbook or digital catalogue.
- Your website and social media links for a quick reference.

Sample Closing Line:

“Thank you again for taking the time to connect. I’d love to explore the possibility of partnering with your store and believe our products would resonate with your customers.”

Timing is Everything

Timing can make or break your wholesale success.

Knowing when stores buy, and when customers shop, helps you plan smarter.

Northern stores peak in winter, while **beach and resort** locations thrive in **summer** and festive seasons.

City boutiques do best during off-holiday periods when locals shop more often.

If you're not attending trade fairs, reach out to buyers before they do. Once they've purchased at fairs, budgets are gone.

Track your target stores' cycles, when you time your outreach right, you'll build stronger relationships and close more sales.



Trade Fairs & Online Opportunities

Trade fairs are a fantastic way to showcase your brand and meet potential stockists face-to-face, but they come with significant costs.

You'll need to budget for travel, accommodation, booth setup, and promotional materials.

Unless you have at least **\$10-20,000** to invest and a fully developed brand, it's wise to wait until you're ready to make the most of it.

If you're ready to showcase, **REED Trade Fairs** are a trusted option for both local and international exposure.

Online Trade Shows

If you prefer a more budget-friendly approach, consider online wholesale platforms like www.faire.com, which connect brands with retailers globally.

They allow you to upload your catalogue and sell directly without cold calls or costly displays.

This modern, digital route is an excellent way to gain visibility and ease your transition into the wholesale market, especially if you're growing steadily and building brand recognition.

Here are a few examples to start with:

faire.com

fieldfolio.com

b2bhub.com.au



Sales agents

Sales agents can be invaluable partners when expanding into new markets. They already have established relationships with retailers, making them the perfect bridge between your brand and potential buyers.

However, before engaging an agent, ensure you have a clear **contract or memorandum of understanding** in place. This defines expectations, protects your brand, and keeps all operations transparent.

Sales agents typically work on commission (usually between **5-15%** of net sales) and operate as independent contractors within an exclusive territory. They will find and manage retail clients on your behalf, while you handle production, fulfilment, and invoicing.



Key points to remember:

- Agents represent your brand, so they must reflect your values and professionalism.
- They should have a genuine passion for your product and no conflict of interest with other brands they represent.
- Commissions remain active as long as the agent continues to service their region effectively.
- You can locate agents through Google searches by state or category, approach them professionally with a clear offer.



MODULE 3 SUMMARY

Finding the best store match for your products

- Research complementary brands, not your competition.
- Find and research with Google Maps.
- Make sure the retailer is the right fit by checking their socials.
- Cold calling, it can be scary at first but shops need new products.
- Make appointments and follow up with emails that include your socials, website, lookbook, etc.
- Trade fairs, go to the mountain, and they will follow.
- Sales Agents, delegation is the key to success, choose carefully.
- Online B2B platforms may open you up to international interest.

MODULE 3 CHECKLIST

- Make a list of complementary wholesalers and research their stockists (remember *NOT* your direct competitors).
- Research with Google Maps and create target lists.
- Prepare and rehearse your phone pitch and make those calls.
- Prepare your follow-up email to include your socials, website, lookbook, etc.
- Research with your feet and talk to retailers, remember to offer to come back when the store is quiet and they are free.
- Research and prepare your pitch for Sales Agents.
- Research your Online B2B platforms that you feel most aligned with; some are more complex than others.

PRO TIP: Remember that retailers and wholesalers are similar, we like to work for ourselves and create our own brand, be an asset for them and they will be your ambassadors.



Grow with Confidence

Congratulations, you're over half way!

You've connected with retailers, secured some orders, and now it's time to focus on sustainable growth.

Module 4: Introduction

Growth isn't just about getting more sales, it's about getting smarter sales.

This module will help you build a business that scales intentionally:

- Strengthen your brand identity so retailers and customers trust you.
- Streamline your systems to make operations smoother.
- Develop a marketing strategy that keeps new opportunities coming in.

By the end of this module, you'll know how to turn early success into long-term stability and confident expansion.



Adding Value Beyond the Product

As your wholesale business grows, remember: success doesn't just come from what you sell, it comes from how you present it.

Retailers want products that tell a story, look professional, and make their customers excited to buy.

Ways to Add Value:

- **Professional Product Photography:**

Invest in high-quality photos for your lookbook, website, and social media. These help retailers visualise your products in their stores and inspire customer confidence.

- **High-Quality Marketing Materials:**

A beautifully designed lookbook, professional website, and consistent social content create a strong, memorable brand image.



Consistent Branding

Keep your logo, colors, fonts, and overall tone aligned across every touchpoint. Consistency builds trust, and trust builds lasting retail relationships.

Branded Content and Storytelling:

In today's market, your brand story is what sets you apart. It's how you connect emotionally with both retailers and their customers.

A compelling story builds loyalty, drives visibility, and gives your wholesale brand personality and purpose.

Your Brand Story Should Answer:

1. What is your “why”? What are your mission and core values?
2. What makes your products unique? What's your unique selling point (USP)?
3. What's the story behind your products? What inspires your process?

STORY



TELLING

Brand Story Time

Activity: Brand Story & Unique Selling Proposition (USP) Quiz

Answer the questions below to create your own brand story and unique selling point.

1. What inspired you to start your brand?
2. What values guide your business?
3. What makes your products different from others?
4. Who is your ideal customer?
5. What emotions do you want customers to feel about your brand?
6. Tell the short story of how your product or brand came to life.

Now create:

- A short Brand Story (3–4 sentences) using your answers.
- A one-line USP that clearly defines what makes your brand special.

Authenticity & Values

Be true to yourself and your brand's values.

Retailers and consumers are drawn to authentic brands with a clear point of view and genuine purpose.

Consider:

- **Transparency:** Be open about your materials, production process, and business practices.
- **Ethical Practices:** Highlight if your products are made ethically or sustainably, this is a major selling point for modern retailers and shoppers.
- **Generosity:** Support your retailers' success by sharing product images, videos, and other marketing assets they can use to promote your products.



Challenges of scaling

As your business grows, scaling production introduces new challenges. Being aware of them early helps you plan for sustainable growth.

Common Challenges:

- **Sourcing Consistent Materials:** Finding reliable suppliers who can meet larger volume demands without compromising quality.
- **Maintaining Quality Control:** Ensuring every batch meets your brand's standards as production expands.
- **Managing Lead Times:** Coordinating timelines so products move smoothly from raw materials to store shelves without costly delays.



Can My Product Be Consistently Produced in Larger Quantities?

This is the key question of scalability, can you meet wholesale demand while maintaining quality and efficiency?

Consider:

- **Minimum Order Quantities (MOQs):** Retailers often expect set quantities per order. Know what's standard in your market and ensure you can meet it.
- **Production Methods:**
 - **Scaling In-House:** Invest in better equipment, hire skilled staff, and streamline your production workflow.
 - **Outsourcing / Contract Manufacturing:** Partner with reliable, ethical manufacturers to increase output while protecting your brand's reputation.

Keeping it fresh & exciting

Staying relevant is key to long-term success.

A strong first collection is just the beginning, consistent innovation keeps your brand alive in the market.

Key Points:

- **Evolve with Purpose:** Growth means adapting while staying true to your brand story. Listen to feedback but ensure every new idea aligns with your core identity.
- **Diversify Thoughtfully:** Introduce new colours, sizes, or variations of bestsellers to expand sales without confusing your audience.
- **Stay Seasonal & Trend-Aware:**
 - Release seasonal updates that reflect current styles or environmental influences.
 - Follow trends only when they fit your brand, lead with originality and authenticity.

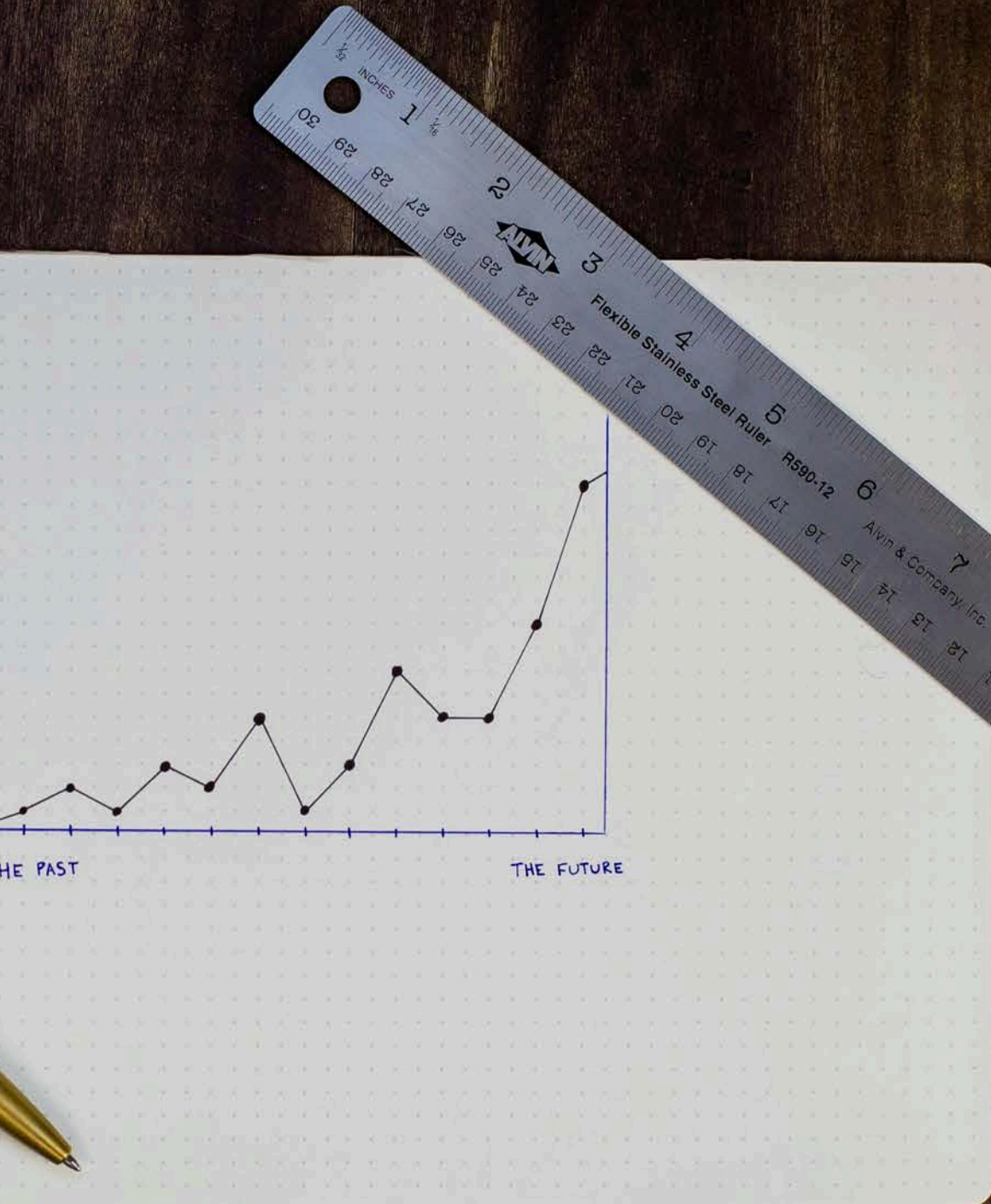


Stable & Scalable Manufacturing

As demand grows, your manufacturing process must remain consistent, ethical, and efficient. This is where strategy and structure meet creativity.

Ways to Strengthen Your Production:

- **Expand In-House:** Invest in better equipment, upgrade facilities, or hire additional staff to increase capacity.
- **Partner with Trusted Manufacturers:** Outsource selectively to partners who align with your brand's ethics, quality, and sustainability values.
- **Prioritise Quality Control:** Implement strong Quality Control systems to ensure every batch meets your standards, growth should never compromise quality.



Grow strategically, not hastily.

Early stage growth should be steady and sustainable:

- Celebrate progress and reinvest profits wisely.
- Delegate tasks that drain your time to specialists who enjoy them.
- Focus on what you do best, building relationships, perfecting your craft, and maintaining brand consistency.

Guiding Principle:

Balance ambition with patience.

Sustainable growth is the foundation of lasting success.



Production Capacity & Packaging Standards

Exercise: Assessing Your Production Capacity

Before scaling, you need to understand what your production system can handle. This exercise will help you identify your strengths, gaps, and areas for improvement.

Activity:

1. Determine your current production output (how many units you can realistically produce in a week or month).
2. Estimate your potential output if demand doubles. What would you need to increase (staff, equipment, materials, space)?
3. Identify your production bottlenecks. What slows you down most?
4. Set a plan to address those bottlenecks as part of your growth strategy.

Is My Packaging Retail-Ready?

Your packaging is part of your brand's first impression.

It must meet retail standards for both presentation and functionality.

Activity:

- **Primary Packaging:** The container that directly holds your product (e.g. jar, bottle, pouch, box). It should protect the product and reflect your brand identity.
- **Secondary Packaging:** The outer packaging used for shipping or display (e.g. master carton or multi-pack). It must ensure your products arrive safely and look consistent on shelves.

PRO TIP: Retailers value products that are “shelf-ready.” Your packaging should be sturdy, attractive, clearly labeled, and compliant with retail labeling and barcoding requirements.



MODULE 4 SUMMARY

- Sustainable growth comes from balancing production, marketing, and branding.
- Keep communication consistent and visuals cohesive.
- Remember: A visible brand builds trust, and trusted brands keep shelves stocked.



MODULE 4 CHECKLIST

- Write your brand story, your USP and your elevator pitch.
- Research your packaging supplier with an eye on growth and cost-effective quantity discounts.
- A local graphic designer at hand that you can employ is essential for a polished finish on your elements, for updating as you grow, for submitting to printers, and helping with newsletters and marketing materials.
- Research your own product packaging. How robust is it? Show it around, gift it for feedback and testimonials.



Sustainability

Welcome to the final module

This is where we focus on building long-term sustainability into your wholesale business.

We've covered a lot so far: getting ready for wholesale, finding the right stores, pricing for profit, and scaling with confidence. Now, it's time to ensure all that effort pays off for the long run, by keeping those orders coming in year after year.

The Importance of Reorders

Think about it, securing a new retail account takes time and effort. You have to research the store, pitch your products, and process that first order.

Reorders, on the other hand, are far more efficient. You've already built the relationship, earned their trust, and proven your product's value. Once a retailer is happy, reorders become the lifeblood of your wholesale growth.

Effective Marketing

How to Market Your Wholesale Business Effectively

You can't rely on word of mouth alone.

Proactive marketing is essential to attract and retain retail partners.

Key Strategies:

- **Online Wholesale Marketplaces:** Join platforms like Faire, Tundra, or Handshake to reach qualified retailers worldwide.
- **Industry Trade Shows:** These are powerful opportunities to network, display your line, and gain visibility within your niche.
- **Direct Outreach:** Personalized emails or calls to stores show initiative and help build strong relationships. Focus on how your product fits their customer base.
- **Sales Representatives:** Collaborate with agents who specialize in your product category. They can expand your reach faster and more effectively than solo efforts.

PRO TIP: Consistency is key.

Schedule regular marketing activities. Even small, steady efforts can yield strong long-term results.



Keeping Your Brand in the Public View

Building Brand Awareness Beyond Retail

Even though your primary customers are now retailers, end-consumer awareness drives sales demand. Retailers love products that sell themselves.

Practical Ways to Stay Visible:

- **Social Media Presence:** Use Instagram, Pinterest, and TikTok to share your story, showcase new products, and engage your audience.
- **Email Marketing:** Maintain a mailing list for both retailers and consumers. Send updates about new collections, restocks, events, or press features.
- **Collaborations & PR:** Partner with influencers, participate in pop-ups, or get featured in niche magazines to keep your brand top of mind.

Social Media Presence

For wholesalers, a strong social media presence transcends simple product display, acting as a crucial digital authority builder and real-time communication channel.

Use platforms like LinkedIn, Facebook and Instagram to share valuable market insights, showcase operational images, and offer behind-the-scenes content that validates your brand's reliability and expertise to potential retail partners.

Sharing informative promotional content with your retailers for them to share with their end user (in-store and online) assists with your stockists' content. This builds trust in you as a supplier of not just a product but also a marketing partner.

Anything to assist your stockist to sell your products is a win-win for you both.

Email Marketing

Email marketing delivers the highest ROI (Return On Investment) by providing a direct line of communication that bypasses social media algorithms, making it invaluable for the B2B purchasing cycle.

The core strategy is segmentation, tailoring messages to specific retailer groups. Whether they are new leads, high-volume stockists, or clients needing reorder reminders, ensure content is always timely and relevant.

Effective campaigns deliver utility-focused information, such as priority access to catalogues, detailed product updates, essential inventory statuses, and merchandising guides, reliably moving retailers through the sales funnel and ensuring your brand stays top-of-mind when purchasing decisions are made.



Collaborations and PR

Strategic collaborations and Public Relations (PR) are leveraged to expand market reach and secure third-party validation for the wholesale brand.

Collaborations involve partnering with non-competing businesses (like retail tech providers or complementary manufacturers) to cross-promote services, share qualified B2B audiences, and reduce customer acquisition costs.

Also, PR focuses on pitching newsworthy stories, such as major business milestones, sustainability efforts or unique market data, to influential trade publications and industry analysts. This generates credible media mentions that solidify brand prestige and position the wholesaler as a reputable, trusted leader in the supply chain.

Maintaining Evergreen Interest

To keep reorders flowing in, your products must stay fresh and exciting. Retailers (and their customers) can lose interest if the line feels repetitive. So, how do you keep your collection evergreen and engaging over time?

Product Evolution

One of the most effective ways to encourage reorders is by evolving your product line, not replacing it entirely, but refining it thoughtfully. Small, strategic updates can spark renewed interest and keep your brand relevant.

Here are some simple yet powerful ways to do that:

- **Introduce new colours or patterns:** A new colourway or texture can refresh a familiar product and catch the eye of both retailers and shoppers.



Keep it fresh

- **Update your packaging:** A modern packaging refresh adds perceived value and gives your collection a “new” feel without changing the core product.
- **Enhance functionality:** If you can improve the product’s design, durability, or ease of use, that instantly adds reason for retailers to reorder.
- **Offer limited editions or seasonal drops:** These create excitement and urgency which encourages retailers to place repeat orders before stock runs out.

While nurturing your existing stockists is crucial, remember to always keep expanding. A healthy wholesale business balances reorders from current partners with new opportunities from fresh retail accounts.

Building Strong Retailer Relationships

The true key to sustainable growth lies in your relationships with retailers. Approach every partnership with a mindset of mutual success – when they win, you win. Treat them well, and they'll become loyal advocates for your brand.

Here's how to strengthen those connections:

- **Provide excellent customer service:** Respond quickly, process orders accurately, and ensure deliveries arrive on time.
- **Stay in touch:** Regular communication, whether through a friendly check-in, phone call, or newsletter. This keeps your brand top of mind.
- **Go the extra mile:** Offer in-store displays, training for retail staff, or marketing support to help them sell your products more effectively.

Analyse sales data

Track what's moving and what's not. Use insights to suggest restocks or improvements that genuinely help their business.

Key Takeaways

Getting reorders is essential for long-term success. By keeping your products fresh, supporting your retailers, and consistently delivering value, you build trust, and trust leads to repeat business.

In short: exceed expectations, keep your promises, listen empathetically, and respond proactively.

That's how you turn one-time buyers into lifelong partners.

MODULE 5 SUMMARY

In this final module, you learned how to keep your wholesale business sustainable and growing with smart strategies that inspire repeat orders.

We explored how to:

- Maintain retailer interest by evolving your products thoughtfully.
- Build strong, lasting relationships based on trust and mutual success.
- Keep communication open and proactive to encourage continuous reorders.

By mastering these steps, you're now equipped to create not just sales, but a long-term, thriving wholesale brand.

MODULE 5 TO DO LIST

This is the time to have your systems in place.
Turn your mountain into do-able little molehills.

Make weekly, monthly and year long plans

- Use your product photos on Canva to create 60 cohesive listings at a time, use a similar colourway design as your brand.
- Prepare your social media posts and use a site like Later.com to post months in advance by calendar so your feeds flow (then be spontaneous in between).
- Plan your newsletter content for product launches, drop alerts, and holidays celebrated. At least 3 months to 12 months ahead.
- Make a list of stores to call after a sale to keep in touch and trigger any possible top-ups.



CONGRATULATIONS, YOU DID IT!

You've officially completed The Wholesale Maker Sprout Course, what an incredible milestone!

Take a moment to celebrate how far you've come.

You've gained practical insights, proven strategies, and the mindset to build a successful wholesale business.

Most importantly, you've taken the first powerful step toward creating the freedom, financial independence, and lifestyle you truly deserve.

Now, the real adventure begins.

It's time to put your knowledge into action, grow your confidence, form lasting partnerships, and watch your business flourish.

WHOLESALE
MAKER



THIS IS YOUR TIME.

Remember, you're not alone on this journey. Join our socials for support and feedback.

Plus, we'll be following up with mentorship opportunities and advanced training to guide you every step of the way.

Whether you want to stay beautifully boutique or scale into larger retail channels, we're here to help you turn your dream into reality.

Now go create the business – and the life – you've always imagined.

You've built something extraordinary, and this is only the beginning.

Each module you've completed is a powerful step toward success, and a business you can be truly proud of.



Helpful links

Develop your Business Plan

<https://business.gov.au/planning/business-plans/develop-your-business-plan>

Anti copying in Design

<https://www.acid.uk.com/>

Sales agent contract example

<https://www.pandadoc.com/sales-agency-agreement-template-australia-au/>