

Amazon FBA Wholesale: Your Roadmap to Success

Welcome to your comprehensive roadmap for building a profitable Amazon FBA Wholesale business. This guide will take you from initial business setup to securing your first sale.

Let's transform your entrepreneurial vision into a thriving e-commerce operation.



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Understanding the Amazon Wholesale Model



Selling Branded Products:

Wholesale focuses on authentic, branded goods, gaining customer trust such as Nike



No Need for Marketing:

Established brands reduce marketing efforts and customer acquisition costs.



Faster Sales Velocity:

Popular brands ensure quicker turnover and revenue growth.



Lower Risk:

Reliable supply and recognized products reduce uncertainty and returns.



Laying the Legal Foundation

Form an LLC

Protect personal assets from business liabilities. Choose a business-friendly state like Delaware, Wyoming, or your home state. [Get your LLC here](#)

Obtain an EIN

This tax ID number is essential for business banking and supplier relationships. Apply through the IRS website for free.

Open Business Bank Account

Separate personal and business finances. Most banks require your LLC documents and EIN.

Setting up Your Amazon Seller Account

Choose Account Type

Professional (\$39.99/month) for wholesalers - no per-item fee and access to bulk listing tools. [Register your Amazon account here](#)

Complete Registration

Provide business details, banking information, and tax information through Seller Central.

Verify Identity

Submit required documentation to confirm your business identity and address.



Supplier Research: Finding Reliable Partners

Manufacturer Websites

Search for "Where to Buy" or "Distributors" pages on brand websites



Cold Calling

Contact brands directly and ask about their wholesale programs and their authorized distributors



Trade Shows

Attend industry events like ASD Market Week or NY Now



Google Search

Utilize the biggest search engine to find distributors





Contacting and Building Supplier Relationships



Initial Contact

Send professional email introducing your business and interest in their products. Make it as personalized as you can!



Follow-Up Call

Call within 3-5 days if no response to your email. Learn sales to raise your chance of success



Request Information

Ask about MOQs, price list, payment terms, and shipping options



Submit Required Documents

Provide resale certificate, business license, and other requested credentials

Placing Your First Wholesale Order

1

Use Research Tools

Leverage Keepa and Seller AMP to analyze distributor price lists efficiently. These tools help track historical price trends, identify competitive pricing, and estimate potential profit margins. Understanding fluctuations can guide your purchasing decisions, ensuring you secure the best possible deal.

2

Compare and Select

Evaluate product prices and margins carefully to choose the best wholesale deals. Look beyond just the price—consider factors like minimum order quantities, shipping costs, and supplier reliability. Comparing across multiple distributors allows you to identify products with the optimal balance of cost and profitability.

3

Make Purchase Order

Finalize your selections and prepare accurate orders based on your thorough price analysis. Confirm all details including product quantities, payment terms, and delivery schedules with the supplier. Clear and detailed purchase orders help avoid misunderstandings and speed up the fulfillment process.



Placing Your First Wholesale Order

- 1 — Research and Select Products**
Identify profitable items by analyzing price lists and market demand.
- 2 — Negotiate Terms and MOQ**
Discuss minimum order quantities, pricing, payment terms, and shipping options with your supplier.
- 3 — Prepare and Submit Purchase Order**
Draft a clear, detailed purchase order with quantities, prices, and delivery dates for supplier confirmation.
- 4 — Arrange Payment**
Complete payment securely via credit card, wire transfer, or agreed net terms.
- 5 — Track and Inspect Shipment**
Monitor shipment progress and verify product quality upon arrival or delegate to a prep center.





Managing Your Amazon Business



Shipping to FBA

Create shipping plans and send inventory to Amazon's fulfillment centers



Monitoring Performance

Track sales, inventory levels, and customer feedback daily



Optimizing Prices

Adjust pricing to maintain Buy Box percentage and maximize profits



Reordering Stock

Maintain optimal inventory levels to avoid stockouts



Achieving Your First Sale and Scaling

1st

First Sale

Celebrate this milestone in your business journey

30%

Profit Margin

Target healthy margins to ensure sustainable growth

10+

Product Portfolio

Expand your catalog with proven winners

2X

Annual Growth

Realistic target for well-managed wholesale businesses

Contact and Connect



Email

Reach out at jakub@jakfi.eu for inquiries and support.



Website

Visit our site www.example.com to explore resources and updates.



WhatsApp

Text me at +420 770 174 014 for immediate assistance.



Social Media

Follow us on LinkedIn <https://www.linkedin.com/in/jakubamz/>.