

# RESELLER CHECKLIST

Want to make sure you are doing the most you can for your reselling business?

## #1 MARKET RESEARCH:

- Understand your target market, including demographics, preferences, and buying behaviors.



## #2 FINANCIAL PLANNING:

- Budget and pricing strategy that ensures profitability while remaining competitive.
- Set aside funds for inventory purchase, marketing, and operational expenses.
- Alternate credited payments (shop pay, pay in 4, ect..) might be a low-cash solution



## #3 SOURCING INVENTORY:

- Establish reliable sources for acquiring secondhand clothing, such as thrift stores, wholesalers, consignment shops, or online marketplaces.
- Ensure the quality and condition of the clothing meet your standards and meet customer expectations.



## #4 INVENTORY MANAGEMENT:

- Develop an organized system for sorting, categorizing, and storing inventory.
- Keep track of inventory levels and turnover to optimize stock.



## #5 QUALITY CONTROL:

- Inspect each item for defects, stains, or damages before listing them for sale.
- Clean and, if necessary, repair items to enhance their appeal.



## #6 PRICING STRATEGY:

- Research pricing trends for similar items in your market.
- Set competitive yet profitable prices considering factors such as brand, condition, and demand.



## #7 ONLINE PRESENCE:

- Create a user-friendly website or use established online platforms such as eBay, Poshmark, Depop, or Etsy to reach a broader audience.
- Optimize product listings with high-quality images and detailed descriptions.



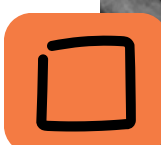
## #8 MARKETING AND BRANDING:

- Develop a unique brand identity that resonates with your target audience.
- Utilize various marketing channels, such as social media, email newsletters, and online advertising, to promote your business.



## #9 CUSTOMER EXPERIENCE:

- Provide excellent customer service, including prompt responses to inquiries, fast shipping, and hassle-free returns.
- Invest in reliable shipping supplies and cost-effective shipping methods that ensure timely order fulfillment to maintain customer satisfaction.



## #10 CONTINUOUS IMPROVMENT:

- Follow industry trends, and adjust your inventory & strategies accordingly.
- Monitor your finances regularly and adjust your strategies to maintain profitability.
- Solicit feedback from customers to identify areas for improvement.

