



SOURCING MADE EASY

GETTING STARTED

TVF

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INTRO

Intro: If you're here, chances are you're already a fan of thrifting and have some experience with selling items that you've personally purchased. You're enjoying the experience of selling second-hand online or in-person, business is going well, and you're interested to see if you can scale your business further.

It goes without saying, but every business is unique. Each with its own set of growth opportunities – What works for one business might not work for another. That said, the one constant for all businesses looking to grow is the need for a steady and reliable source of high-quality products.

So if you're curious about what growth entails, the following guide has been developed as a starting point. It is intended to provide a broad frame of reference for how businesses can take the next step. It covers important questions, tips, and considerations that should be kept in mind, and where TVF can assist.

This is a fast-growing market. Consumer demand is on the rise, countless tools/channels are available to help you scale, and Thrift Vintage Fashion has developed a simplified approach to sourcing to help you meet your demand.



STEP 1: UNDERSTANDING YOUR BUSINESS

Before jumping into anything, ask yourself a few important questions:

- What are your overall goals for reselling?
- What am I selling a lot of? Can I sell more of that?
- What do my customers look for that I don't carry? Should I carry those?
- Is it important that I personally select each individual item or am I open to a sourcing partner if the condition/quality/price is right?
- What role could a sourcing partner play in my growing business (ie, filling specific categories that are harder to find)
- Have I fully explored all channels for resale (online or in-person)
- How much stock can I hold? How long does it typically take to move?
- Can I afford larger orders if it saves me time/money?
- Do I have the space/patience to take in additional stock if it saves me money in the long term?

If you've decided that you are ready to explore supplemental supply options you can begin exploring partners that can provide assistance.



STEP 2: EXPLORING WHOLESALE PARTNERS

If you've decided that you want to grow your business but do not have the time or energy to personally select each item you resell, the next step would be selecting a qualified wholesale partner.

Recycled clothing wholesalers (often referred to as “textile recyclers”) are large-scale operations that specialize in selling recycled clothing. These wholesale operations are the “source” for nearly all of the recycled clothing found on the second-hand market (for context, Salvation Army and Goodwill both send all of their unsold product to these businesses)

Using wholesalers can be advantageous given the ability to purchase higher volume at lower cost, however, it can also be a complicated process. There is not a universal grading system that all wholesalers adhere to, and each operation offers a somewhat limited selection based on what they are able to take in.

Thrift Vintage Fashion differs from more traditional wholesalers because we source our products from all textile recyclers. We only source trending categories based on our own experience with reselling, and we provide an added layer of quality assurance to ensure maximum resale potential. The end result is a higher quality product, and a higher degree of order customization (by category and volume) for our customers.

STEP 2: EXPLORING SOURCING PARTNERS

Important things to ask yourself when looking for a wholesale partner:

- Do they carry the categories I am looking for?
- Does the price work for me?
- Do they offer order size flexibility?
- How long will it take me to get my product? How fast do they ship?
- Do they have reliable stock quantities?
- What work will be required from me? Do I need to grade?
- Will I also receive products I don't want?
- How is the company reviewed? Do other resellers work with them?
- Do they offer loyalty benefits? Good customer service?

STEP 3: TESTING WHOLESALE PARTNERS

Once you've selected a partner that works for you, we recommend that you order a small sample first so that you can evaluate the new wholesalers.

A few items to look out for when evaluating a wholesaler:

- Is this condition up to your standard? (no unexpected holes, stains, etc)
- Are the pieces trendy? Can you resell it?
- Was the customer experience what I expected?

If the partner passes your test you can begin sourcing with them. It is still recommended that you start slowly and work your way up to larger order sizes.

STEP 4: MANAGING YOUR STOCK

Once your stock has arrived and has been washed, it's time to take inventory of your new pieces. Separate your pieces and begin determining your resale price for each item (Keep in mind, TVF includes resale guides for all product categories)

We recommend that growing resale businesses develop and maintain an inventory tracker. This is intended to make your sourcing life easier so keep it simple.

Having a tracker in place will allow you to stay on top of your shifting sourcing needs. Trackers should include all information that would be relevant for managing stock sourcing on an ongoing basis.

STEP 4: MANAGING YOUR STOCK

STOCK TRACKERS CAN INCLUDE:



- **Category Breakdown**
- **Item descriptions**
 - **Purchase date**
 - **Cost**
 - **Anticipated Resale Value**
 - **Resale Cost**
 - **Resale Date**



STEP 5: KEEPING UP WITH INVENTORY

Only you will be able to determine when it's right to restock your supply, but here are a few helpful questions to ask yourself as you manage your inventory tracker on an ongoing basis

- What categories are selling well and why?
- What categories aren't selling well and why?
- Am I getting low on a specific category? Should I restock that?
- What categories can be thrifted and what are best supplemented from wholesale
- What savings would be gained from larger order sizes?

SUMMARY

As we mentioned at the upfront, there are countless ways to grow your resale business. The steps here are intended to provide you with a basic understanding of the considerations that need to be kept in mind and ground you with the world ahead. Thrift Vintage Fashion is here to help you grow. If you have any questions about how to best get started, please feel free to reach out to us at help@thriftvintagefashion.com

Questions?

HIT US UP

help@thriftvintagefashion.com

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