

# Merchandising Guide

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# Merchandise your line

## Show us who you are

PBP Market is a B2B wholesale e-commerce marketplace for the conscious buyer. We offer retail and trade buyers a diverse assortment of home and personal accessories goods that are produced by high quality, small batch, export ready global producers. Our PBP Market offers producers an online marketplace channel to showcase their brand and make it easier to sell their products to buyers internationally.

## The Buyer

International buyers are looking for beautifully crafted product that offer their consumers the ability to create inspired, and meaningful homes. Our buyers range from independent store owners, to large multinational retailers, based mostly in USA, Canada and Europe. We also serve the trade for commercial projects.

Buyers value authentic, high-quality, inspired products. They are increasingly looking to diversify their own supply chain and satisfy the growing demand of the conscious consumer who is interested in where, how and who are making the products they purchase. Product provenance transparency is key. The story of the product is important and should be shared in the product description and imagery.

PBP is currently focused on buyers within the US, Canada and Europe. Sellers that stock inventory in the US will be highlighted on the product pages.



Far and Wide Collective / Makaua

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## Product Design

PBP Market hand-picks makers that offer modern, well-crafted pieces that appeal to North American and European consumers. Modern, trend-focused designed product that is crafted with quality is in demand. A neutral colour palette, purposeful design and sustainable materials and processes are important to international buyers. Consistent quality across production runs is critical and expected.

## Product Categories

At PBP our focus is home goods and personal accessories. We offer products for the home across the following categories:

### Living

Furniture: Seating, Tables, Poufs, Storage, Lighting (Table, Floor, Pendant, Wall), Mirrors  
 Throws + Blankets: Quilts, Bed Blankets  
 Pillows: Throw, Lumbar  
 Bed + Bath: Bedding Sets, Bed Linens, Robes, Slippers, Towels, Bath Accessories

### Table

Table Linens: Placemats, Napkins, Runners, Tablecloths, Kitchen Linen, Napkin Rings  
 Dinnerware: Plates, Bowls, Cups, Mugs, Platters  
 Serveware: Platters, Utensils, Trays  
 Drinkware: Glasses, Bar Accessories, Coasters

### Decor

Baskets, Candles, Candle Holders, Wall Art: Accents, Art Prints, Wall hangings, Mirrors;  
 Paper: Stationery, Notebooks, Pens/Pencils, Pencil Cases, Cards

### Rugs

Accent, Area, Runners, Doormats

### Style

Scarves, Apparel, Bags, Face Coverings, Footwear/Slippers

### Jewelry

Necklace, Earrings, Bracelets, Rings, Men's, Storage

### Personal Care

Beauty, Fragrance

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## Assortment Mix

Clarity in your brand offering is important. A buyer should understand what your brand stands for, and what product is at your core. Makers should select an assortment mix with: right product, right quantities, right price, right time.

## Right Product

Follow the 80:20 rule of core essentials to novelty product. This increases the opportunity for reorders and enables Makers to optimize production and better manage inventory. Showcase what differentiates your brand to stand apart. Ensure product quality and consistency are critical. Many buyers have specific requirements for packaging and labelling. Pay special attention to quality and accuracy, so that product deliveries are accepted.

## Item range by Brand

A minimum of 12 to a maximum of 72 items per brand across all categories.

## Variants

A variant can offer buyers a vehicle to sell depth in an item, maximizing a Maker's revenue and the lifespan of an item. Variants can be offered in colour and size. Variants can be offered in color, size, material and style.

## Customization

You may also offer custom variants which a buyer can make through special request. Some custom variants may include, but are not limited to, colour, size, material, labeling and packaging. Each item where customization is possible, will be flagged on its item page.

A customization request will be sent from a buyer to PBP, and we will reach out to the Maker by email to determine feasibility of the request.

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## Right Quantities

Product inventory should be kept updated to avoid buyer disappointment. This can be maintained in the Maker Portal. Each product can be sold with a minimum order quantity (MOQ). The MOQ refers to how many products are packaged within a single carton. 1 unit of a product represents one case. For example, a candle may come in a case of 6, and a rug may come in a case of 1. Maker’s must indicate the MOQ when setting up each item within their store.

## Right Price

Pricing your product correctly is critical to a Maker’s success. PBP Market requires a wholesale price (based on a MOQ) and a suggested retail price. Wholesale pricing does not include shipping, duties or taxes. You may use our pricing calculator as a guide to calculate import duties and taxes in order to determine suggested retail price. Note that duties and taxes vary by country.

Each brand also has a Minimum Order Value (MOV) threshold. The MOV is the minimum dollar value that a buyer must reach to buy from that Maker. To reach the MOV, a buyer could buy several items to meet the minimum, or enough quantity of a single item. The lower the MOV, the more buyers you will attract. Some Makers with available inventory may choose to have \$0 to maximize sales, however others may have a MOV of \$250-500 to optimize production costs. Having too high a MOV will limiting for smaller buyers, so try to keep it as low as you can, while managing your operational costs.

Our Pricing Calculator		
Wholesale Product Cost		
	Product Cost	\$10.50
<b>Wholesale Price (WSP) (50% margin = Product Cost x 2)</b>		
	WSP	\$21
Retail Product Cost		
	Shipping Cost	\$3.65
	Product Cost	\$24.65
<b>Retail Price (MSRP (Manufacturers Suggested Retail Price) (WSP x 2.2)</b>		
	Retail Price	<b>\$46.20</b>

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## Right Time

Timing is everything. Buyers expect competitive lead times and shipping within 8 weeks, and may not accept product delivered late. Adjust your assortment mix to complement the wholesale buying calendar.

For smaller Independent retailers, a general rule of thumb is:

**December/January** Order Valentine's Day & Spring items

**February/March** Order gifts for Moms, Dads, and Grads

**April/May** Order Summer and 4th of July items

**June/July/August** Order Fall and Holiday

**September/October/November** Replenish/Order more Holiday

## Lead Times

\*PBP markets to mainstream retailers in the US, which expect fast delivery. Keep stock available or for made to order production, ensure you reserve capacity to fit the following lead times.

### Ships from US

The shipment should arrive in 2-3 days.

### Immediates

Stocked for immediate international shipment and arrives within 2 weeks.

### Standard Lead Times

2 - 8 weeks maximum is recommended.

### Custom

Larger retailers work up to 12 months in advance. For ready to ship product, plan for 6 months in advance of selling over multiple deliveries.