

Private Label Products: Are They a Good Fit For You and Your Business?

1. What are your reasons for wanting to produce private label products? To generate income? To elevate and grow your brand? To garner industry and new client attention?
2. Will your business benefit from bringing on private label merchandise? Do you have enough of a client base to warrant product sales? Are the possible benefits you may derive worth the investment?
3. What type of merchandise is right for you, your clients and your business?
4. How much of an investment in time and money are you willing to commit to development and implementation? The average time from concept to first sales is one to two years.
5. Do you possess the skills necessary to achieve these goals or will you need to outsource part or all of the process? i.e.: artist, graphic designer, web development, marketing and promotion, social media, etc.
6. How are you going to sell this merchandise? Do you have a website? Is it e-commerce ready? Do you have a storefront?
7. Who is going to buy your merchandise? Are you relying on your existing customers or do you plan to acquire new customers? Where will you find those new customers?
8. How are you going to fulfill orders that you receive? Do you want to offer only drop shipped merchandise or will you be shipping on your own?