

Private Label Products Checklist: Taking the First Step

PLANNING:

- Write a detailed business plan
- Choose the product that best suits you, your clients, your location and your business model.
- Research your market and your competition
- Set your objectives
- Set your budget

DESIGN:

- Design your product – how much will you do on your own? How much will you outsource?
- Create a marketing and sales identity for your product.
- Design any necessary packaging or shipping materials

MANUFACTURING:

- Who will manufacture your products?
- What is the manufacturing process?
- Do you need to reach out for support to make your designs factory ready?
- What are your manufacturing costs?

OPERATIONS:

- Where will you sell your products? Do you have a website – e-commerce platform?
- Do you need to purchase raw materials? Do you have the source you need for those materials?
- How will you place orders and pay your manufacturer?
- How will you accept payment from your customers?
- What is your sales process? How will you take orders? How will you convey those orders to the manufacturer?

MARKETING AND SALES:

- Create a marketing plan
- Design marketing materials
- Set your company policies and warranties
- Produce samples for photography for your website – will your clients want to purchase samples? Will you offer that as an option? How much will you charge and how will you facilitate those orders?

FULLFILLMENT AND SUPPORT:

- Will you be drop shipping your merchandise direct from the manufacturer or will you need to ship it yourself?
- Set up a shipping system
- Research shipping rates
- Who, where and when will you be taking customer service calls? How will you deal with customer emails and complaints?

***Don't freak out it's not as bad as it looks but it does take hard work and perseverance as with any new business. If you find yourself becoming overwhelmed consider taking our intensive Private Label Product Design course or sign up for our individual coaching services at www.softdesignlab.com. Email Jackie at Jackie@softdesignlab.com for more information on these services.