

Can You Sell Online if You Don't Own Your Products?

ARTICLES



You might be wondering if selling products that are not of your brand is attainable.

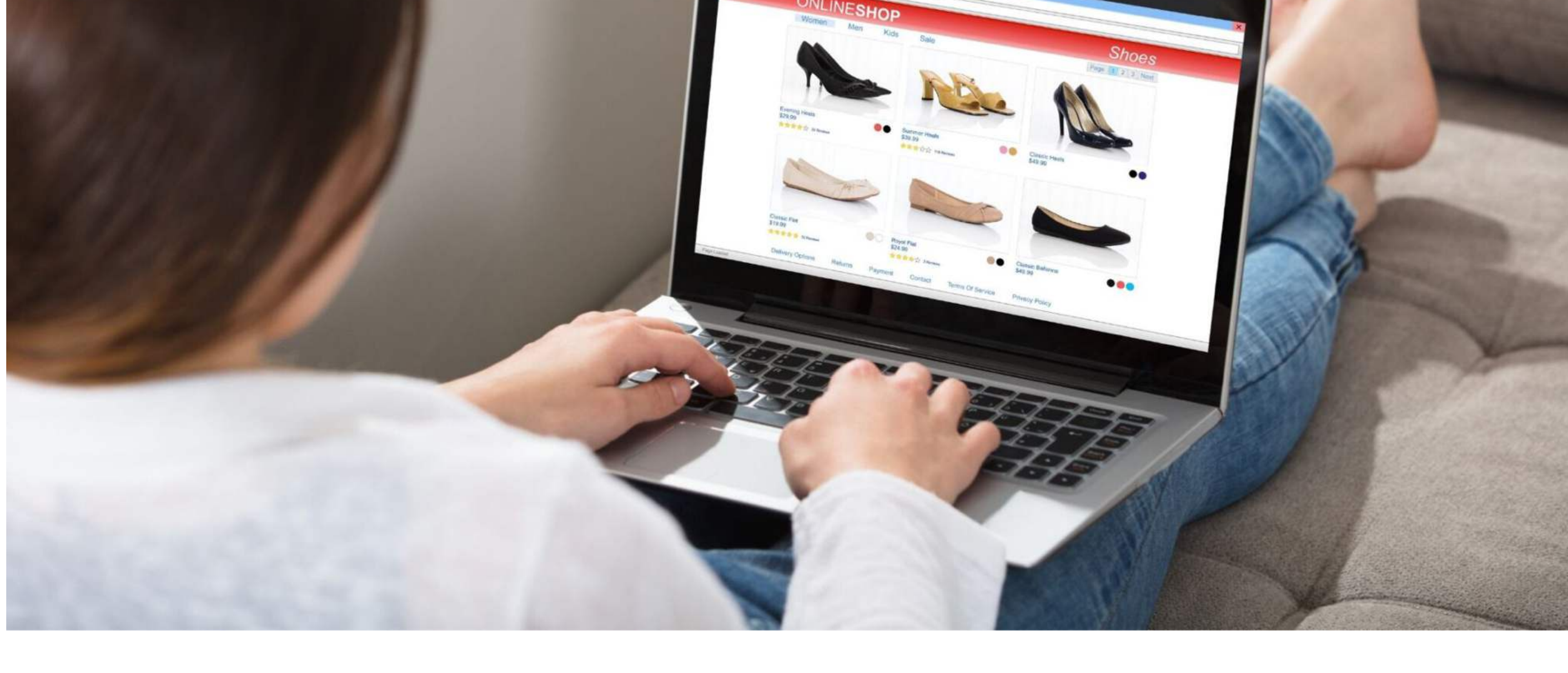
Selling products online is a popular industry, but many people believe they can't do so without owning the product themselves.

There are many ways sellers have found to leverage the economy of scale and make money while not having any physical product at their place.

So to answer your question, it's a yes!

Keep reading!

Benefits of Selling Other People's Products



In today's world, having an online presence is a must for retailers and merchants of all sizes.

People will buy anything on the internet: it's easy to find products to sell online. Thus, the benefits of selling someone else's products are numerous.

No Need to Manage Your Physical Inventory

Inventory management is a tedious and time-consuming process. Let your supplier manage the inventory, and you don't need to manage your physical inventory and just focus on selling to your customers through your online store.

It's also easier to keep track of your sales and profits when you're not dealing with physical goods.

There is also a high chance that the product in question has already generated revenue, meaning that the seller is not taking any risk and can move on to other products.

Source and secure your suppliers, usually more than once in the event of an item being out-of-stock or damaged

If you want to sell as much as possible, you should source multiple suppliers. This way, you'll always have stock to fulfill orders and won't encounter problems like out-of-stock items.

You Can Focus On the Products You Are Already Familiar With

The best thing about outsourcing your inventory management is that you can focus on what you know best. You, as a seller, can determine which types of products are most beneficial for your customers.

It is important to know your preference and what you are comfortable with. If a person knows that they have worked with a specific product before, this will help them make their choice easier.

You focus on what your demographic is already familiar with and what they are looking for.

What if you are new to that product?

If you are unfamiliar with that particular product and want to sell it, consider why you want to sell them in the first place. Do the research before taking any action related to selling these products online.

This will help you market the products effectively and efficiently.

It's an added bonus if you have a genuine passion for your products, as you'll feel much more connected to the customers buying from you.

You Can Offer a Much Wider Variety of Products

The variety of products available is staggering. The number of different categories is endless.

As long as people are willing to pay for those products, you can sell them. Your ability to reach more potential buyers would increase exponentially.

For example, if you sell hot beverages, you could sell coffee, tea, and other drinks. You can even upsell them by adding sugar, cream, etc.

Selling products that are similar to one another is a great idea. It helps you reach many people at once and increases your chances of getting more customers.

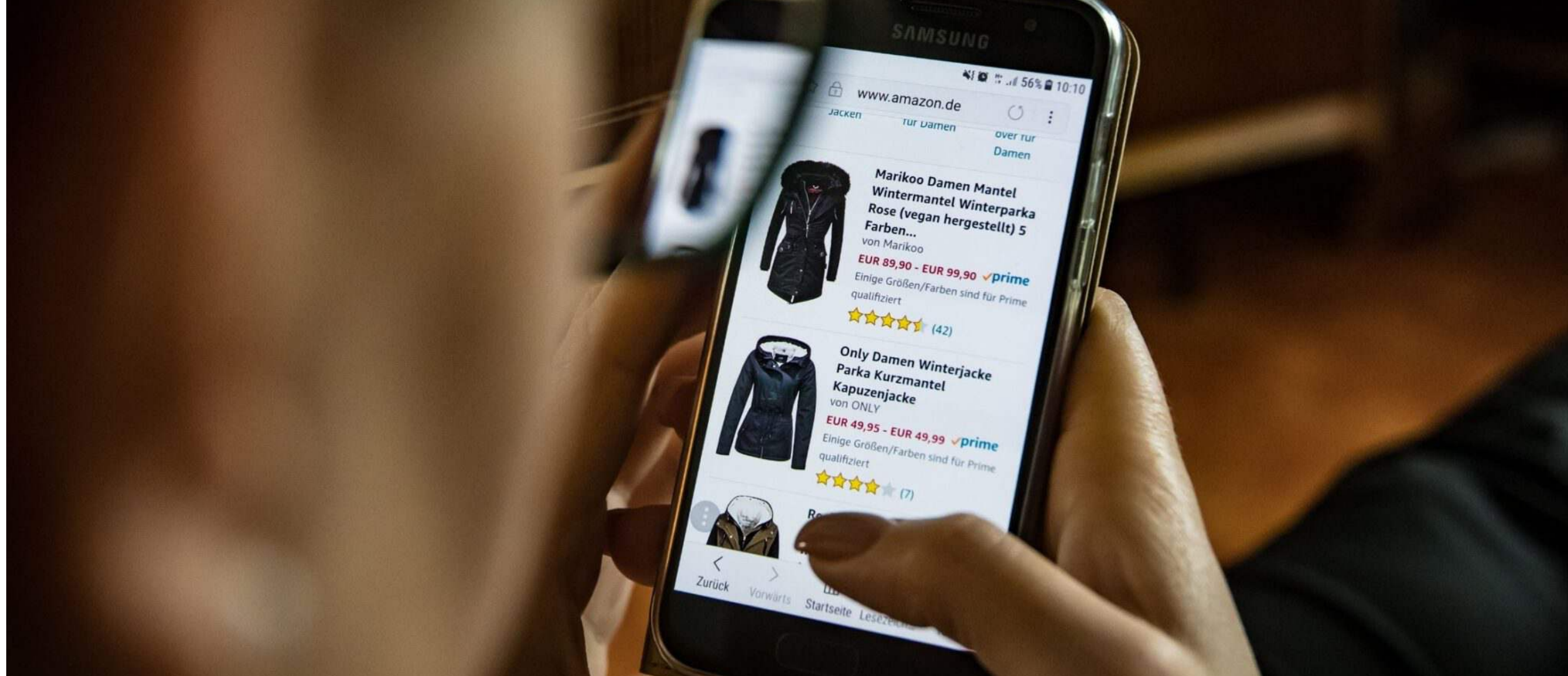
It's Free Advertising for Your Store

When you sell someone else's products, they benefit from being seen as a reputable brand, especially if people already know it. This means more customers are coming through your doors.

Your reputation will be enhanced, and you'll gain credibility among your customers.

As long as you do it right, you'll see results.

What Should You Do When Selling Products of Other Brands?



Be Transparent With What You Sell

When selling products of other brands, you should always have a disclaimer. This will inform the consumers that you are selling the product and not actually endorsing it as your own.

Make sure that you clearly state the benefits of the product and how it works.

Also, include information regarding the manufacturer and where the product was made.

Identify Buyer Problems

To sell products online, you must understand what makes for a good product.

This includes understanding how the buyer navigates through your site and why they search for that particular item.

Always Provide Clear Instructions

People who buy products from you need to understand how to use them correctly. Therefore, provide detailed instruction manuals so that your customers can easily understand how to use the product correctly.

Remember that your customers will be purchasing something that is not yours.

Use Logos and Other Borrowed Imagery

When you want to sell products of other brands, it can create an upscale experience by using logos and borrowed imagery. This makes the brand appear more attractive because it is associated with another brand with higher quality standards than its own.

Side note: make sure you have permission from the brand you sell to do so. Otherwise, you may end up getting legal problems.

Look at the Competition

Take a look at what others are selling. What types of items within your area are popular? How do they market themselves?

This will give you insight into what type of products are most likely to succeed.

If you're looking to sell products online, look at the reviews. Look at what people say about the product. Is it easy to navigate? Does it work well?

If you find that the product is lacking in any way, you may want to consider removing it from your website.

You never know what people might think of your product. They may not like it, or they may love it. Either way, you'll learn valuable information about potential buyers.

Doing competitor research helps find out what similar stores are selling, so you can choose products that will sell well for you too.

Set Proper Pricing

Make sure you put appropriate pricing for the products you sell.

Usually, you would follow the pricing already set by your supplier. However, there are times when you can get away with setting your own price accordingly.

For example, if you're selling seasonal products, you could charge less during those seasons.

However, if you're selling high-end products, you should probably stick to the prices that your suppliers already set.

Keep Track of the Inventory Numbers From the Supplier Side

Ensure that the number of products you sell online matches the ones available on the supplier side. If you're selling many products but only have a few left, this could cause issues in the long run.

It's important to keep track of the inventory numbers so that you can always have enough stock to meet customer demand.

This also gives you a chance to plan ahead for the next few weeks or months. Then, you won't have to worry about running out of stock.

It's also helpful to know how many units you've sold over time so that you can see which products are doing better than others.

Export Product Order Details to Your Supplier

Usually, online store platforms have the option to export your product order details to your suppliers.

This allows them to view all the orders that were placed. It's also helpful to them since they can check whether or not they need to adjust the quantities they ordered.

They can also inform you if any changes need to be made to the products.

Take the Boutir app, for example.

It is accomplished by using the export function within the settings. You then select an existing product order and select the export option, saving all of the product order details as an Excel file. You can then send the file to your supplier.

What's Boutir?



Boutir is an e-store solution that lets big and small enterprises build their online store and connect it to their social media easily, all on mobile.

We don't take commissions, view our transparent [pricing plans](#).

or!

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Download Boutir now on the [App Store](#) or [Play Store](#).

Have more questions? Talk to our customer service by sending us an email at info.my@boutir.com , , .

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