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Making Best Use of Wholesale Product Sourcing Options

Retailing is a very competitive marketplace to be in as most retail business owners know only too well. Even when you have honed in on a great product or range of products that sell like hotcakes, you've still got the headache of logistics to worry about. This can be one of the biggest stumbling blocks that many retailers come up against as they try to grow their businesses.

Retailing, in concept, is really very simple. You buy at a wholesale price that is low enough to allow you to make a decent profit when you sell it at retail. Until recently, the only business people that could go into retail were those that had enough capital to purchase products in bulk, rent a warehouse, hire staff to receive it, and buy or rent a store from which to sell the products.

However, the World Wide Web completely changed how business is done. The Internet has made it possible for wholesalers to offer a variety of wholesale product sourcing options to retailers. People can now go into business even if they don't have the capital to purchase products in bulk or rent a storage facility. Retailers are now able to get a decent wholesale price of products before making an actual sale.

If an aspiring retailer has only limited funds available, he or she can take advantage of purchasing products in "light bulk". Because the Internet exists, this option is available.

Light bulk allows retailers to order small quantities of a product from a wholesaler, while still benefiting from a decent bulk wholesale price. Light bulk does cost a little more than full bulk, but the prices are still low enough for retailers to make a profit.

At some point in the careers of most retailers, they will amass inventory that they simply cannot move. This happens for a number of reasons. Perhaps the trend has passed, the market has shifted, or the economy is depressed. Regardless of what causes this, slow moving stock becomes a retailer's worst nightmare. Not only does the stock take up storage space, but it ties up capital and is likely losing value. The worst thing that retailers in this position can do is to dither.

Once again, the internet has enabled a solution whereby you will now find companies that specialize in buying up so called "distressed inventory". Of course you will probably take a loss on your original investment, but at least you can cut your losses and get some capital back into your business.

If you've just purchased too much of a product, you may be able to contact the wholesaler to see if you can return some of the product. If you have a good working relationship with your wholesaler, they can be surprisingly helpful.

This review of the various wholesale product sourcing options would be incomplete if we didn't discuss drop shipping. This is one of the most useful services available. A drop shipper stores the product and delivers it directly to your customer after the product is ordered. Retailers that use drop shippers can eliminate the need for a storage facility and warehouse staff. This is a great solution for people that want to start an online retail business from their home.

Take some time and explore the various wholesale product sourcing options that are available today. They are ready to help you build your own retail business.

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