

## Are you ready?

### Before

- Have you assigned a product identifier to your product?
- Have you incorporated the barcode onto your packaging?
- Have you captured a set of data about your product that covers all attributes and selling points?
- Have you created packaging for your product that is suitable for ecommerce - i.e. smallest possible package to reduce postage costs and protect the product while in transit?
- Have you worked out a wholesale price that allows the retailer at least a 30% margin?
- Is the product RRP in line with other similar products?
- Does your cash flow allow for 60/90 day payment terms?
- Do you have stock to cover a large order? or a reasonable lead time if not?
- Do you have a website or social channels to help tell the story of the brand?
- Have you identified the retailers that fit your brand - as not all will

### During

- Do you have a marketing plan to support the brand?
- Are you able to present the USP or reason for a higher price point?
- Can you confidently present your story in 3 minutes or less, have you got visuals to accompany this?
- Are you able to quote all numbers for cost prices etc?
- Are you able explain traceability for your products?
- Are you able to demonstrate sustainability for your products?
- Are your manufacturers factories audited?
- Are you able to offer a special range or product for the retailer?
- Would you consider allowing white labelling of your products?
- Can you supply little and often (ideally from a UK warehouse)?
- What are your minimum order quantities?
- Retail prices are legally not allowed to be discussed - only cost prices

### After

- If rejected, ask for feedback graciously
- Start local and build up to national
- Be resilient, don't give up