

# Wholesale Distribution Service: Entrepreneur Magazine's Step-by-step Startup Guide

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There's Money in the Middle! You like doing deals and making money but don't care much for the retail grind? You should be the middleman—the wholesaler—the one who buys goods in volume from manufacturers and sells them to retailers at a profit. With millions of products on the market already and new ones coming every day, the wholesale economy has plenty of room for growth. This guide reveals how to start a thriving wholesale operation, specializing in any industry you choose and run it from your kitchen table, if you'd like. You'll learn: How to make contact with manufacturers and retailers Which product lines will bring maximum success Insider secrets for overcoming the competition How to take advantage of the internet's growing role in distribution Effective strategies for increasing profit margins You'll also get sample forms, step-by-step instructions, checklists and worksheets to guide you smoothly through each stage of the startup process. It's a straight shot from where you are today to owning and running your own business and you can start right now.

**The First Three Years** In addition to industry specific information, you'll also tap into Entrepreneur's more than 30 years of small business expertise via the 2nd section of the guide - Start Your Own Business. SYOB offers critical startup essentials and a current, comprehensive view of what it takes to survive the crucial first three years, giving you exactly what you need to survive and succeed. Plus, you'll get advice and insight from experts and practicing entrepreneurs, all offering common-sense approaches and solutions to a wide range of challenges. Pin point your target market Uncover creative financing for startup and growth Use online resources to streamline your business plan Learn the secrets of successful marketing Discover digital and social media tools and how to use them Take advantage of hundreds of resources Receive vital forms, worksheets and checklists From startup to retirement, millions of entrepreneurs and small business owners have trusted Entrepreneur to point them in the right direction. We'll teach you the secrets of the winners, and give you exactly what you need to lay the groundwork for success.

**BONUS: Entrepreneur's Startup Resource Kit!** Every small business is unique. Therefore, it's essential to have tools that are customizable depending on your business's needs. That's why with Entrepreneur is also offering you

access to our Startup Resource Kit. Get instant access to thousands of business letters, sales letters, sample documents and more all at your fingertips! You'll find the following:

**The Small Business Legal Toolkit** When your business dreams go from idea to reality, you're suddenly faced with laws and regulations governing nearly every move you make. Learn how to stay in compliance and protect your business from legal action. In this essential toolkit, you'll get answers to the how do I get started? questions every business owner faces along with a thorough understanding of the legal and tax requirements of your business.

**Sample Business Letters** 1000+ customizable business letters covering each type of written business communication you're likely to encounter as you communicate with customers, suppliers, employees, and others. Plus a complete guide to business communication that covers every question you may have about developing your own business communication style.

**Sample Sales Letters** The experts at Entrepreneur have compiled more than 1000 of the most effective sales letters covering introductions, prospecting, setting

Publisher: Entrepreneur Press  
Illustration: N  
Language: ENG  
Title: Wholesale Distribution Service: Entrepreneur Magazine's Step-By-Step Startup Guide  
Pages: 01030 (Encrypted EPUB)  
On Sale: 2012-07-15  
SKU-13/ISBN: 9781613082393  
Category: Business & Economics : Entrepreneurship

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