

Excellent E-Commerce Solutions

Buying **wholesale** is the practice of *purchasing goods in large quantities at a cheaper price* to be sold at a retail store for a higher price.

When you have a small home-based business, and are basically just starting out, there are many great ways to make a large leap ahead.

Almost anything can be purchased at a wholesale price if you purchase enough of the items. One of these great methods is to sell online merchandise. Depending on the company's policy you may be able to purchase as little as five items and receive a wholesale price on each of the items. An online store can be set up relatively easily and e-commerce has been proven to be quite successful. Then you can turn around and sell them in your retail store for a higher price to make a profit. There are **many sites online** these days that make e-commerce an **excellent decision for your business**. That is what wholesale dealing and selling is all about.

Wholesale paper goods, such as envelopes of various sizes and shapes, copy machine paper, printer paper, notebook paper, colored paper, notebooks of every size shape and color, folders, flashcards and index cards, business cards, announcements and party invitations, three ring binders, note cards with matching envelopes and hanging file folders are all part of the wholesale paper goods that can be purchased through a wholesale dealer and then sold for retail prices making a profit for the retailer. This is a great tool for the individual that is looking to delve into the e-commerce field.

Paper companies or stationary retailers can be found both on the Internet and in the regular brick-and-mortar market place. If you have an idea for a catalog, and need tools to get it up and running such as templates, and logo creators this could be your solution you've been waiting for. Wholesale dealers allow these stationary and paper companies to purchase a variety of paper products and then they retailers pass the savings on to you in the form of sales so that you are enticed to purchase more because the prices are so low. Not only will you receive the templates and the graphic creators, but also you will receive the quaint shopping cart in the top right hand side of the page. It is the same thing with the retailers; they purchase more from the wholesalers because the prices are so low. Having the opportunity to track and control orders and sales is made very easy as you will receive automated conformation through your e-mail.

If you have a special occasion coming up such as a wedding, **baby shower**, open house, wedding shower, christening or any other special occasion, retailers will give you a price break for purchasing several stationary items at one time. Being able to become a member in the PayPal system is also a good idea, as you can never have enough payment options attached to your site. This could include the invitations and the reply cards in addition to the seals or stickers and all the envelopes. This just increases your chances of sales. The retail stationary store can offer you this discount because they themselves received a generous discount from the wholesale dealer. You will also be given the opportunity to keep track of customer traffic to your site as well.

Sometimes it's best to skip the retail store and go directly to the wholesaler if you need to purchase a lot of stationary or paper goods for something such as a business or a school or in large special occasion like a large wedding of over 500 people or grand opening of your own business in which you'd like to send out announcements to everyone in a certain demographic, then it would be prudent to go directly to the wholesaler to save money by purchasing your stationary and paper goods at a wholesale costs. This makes for a very handy service indeed. You're only cutting out the middleman which in this case would be the

retailer.

Another great service is provided by Ebay, the stores offer a very popular alternative and have a sliding fee scale to fit most businesses needs and budget.

Wholesale dealers make their money by purchasing the paper products direct from the factory and then passing their savings on to you by allowing you to purchase in bulk so that you can make money in the retail paper business. The basic service is for the smaller of the businesses that have a smaller volume of traffic. Wholesalers purchase in truckloads to get their deep discounts in order to become wholesale dealers of paper goods and stationary items. This does not mean that you will not have access to some great tools for your site, but you will not be able to keep track of the flow of traffic or sales with this service and there is a very limited directory, yet it is still a good service for someone who is just starting out. The next level of the ebay service will provide more for the business that may be needed as time goes on. It places your priorities in relation to the product you are trying to sell; knowing exactly what the consumer is looking for makes it easy for them to adjust your targeted areas. You will get some traffic reports and sales figures, but not many. The third and final level of the ebay store program is exactly where you want your business to be placed. This is the premier spot or the center stage. This is the place where the bulk of the strongest traffic will be located. This will give you a much stronger shot at making those sales.