



Resellers Guide to an Edcorp

From The Ground Up: Beginners Guide to Starting an Education Corporation

The Setting That Leads Towards Becoming Resellers

Limited Time

Inventing a new product is an incredible experience- but often a very time-consuming one. The factories offering to produce a working sample often required months to produce and ship just one sample.

Limited Resources

If your students are anything like mine, they may attempt to prototype with staples and glue. Which may work for proof of concept-but leaves them grasping for how to manufacture a finished product.

Limited Market

Students began questioning if garnering an entirely new interest in a new product was worth the time and effort it took to “sell” the idea behind the product. Why not sell something that already has momentum behind it?

Advantages of Reselling

- No Production Headaches
 - Finished and Professional Product
 - Easy Market Access for products that have already garnered an audience
 - Ability to move product quickly
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Challenges of Reselling

Starting Capital

Show me the money

In order to sell a product, you need to first purchase it. Yes, this means the burden of producing is off your head, but you need money to lay out for the initial purchase.

Selling Strategy

Don't Under or Over Buy

It's difficult to determine exactly how much of the product to purchase. What if the fad dies quickly and you are stuck with tons of product? What if you order too little and can't fulfill orders?

Competition

Price It Right

If this is a product anyone can buy, it is a product anyone can sell. Students learned to gain a marketable advantage by buying in bulk, and by passing on some of that discount to customers in terms of pricing.

Caveat Emptor

Buyer Beware

- Unsavory Business Deals
 - Unethical Factory Buys
 - High Shipping Costs
 - Extended Shipping Time
 - Customs and Taxes
 - Defective Product
 - Low Quality Product
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How To Avoid The Short End of A Business Deal

Trade Assurance

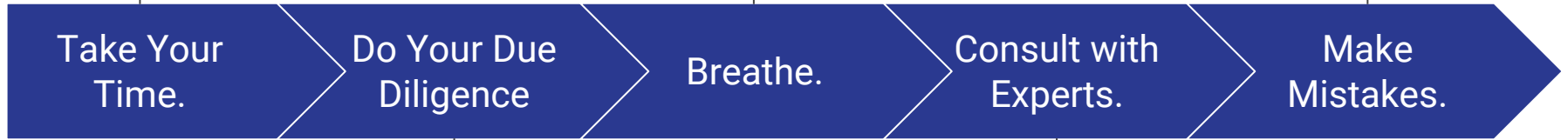
Consider paying the extra fee for the peace of mind.

Develop Relationships

Always be polite, honest, and honor contracts. Make yourself a desirable business partner.

Consider Your Options

There is always another way. Shop around and comparison shop.



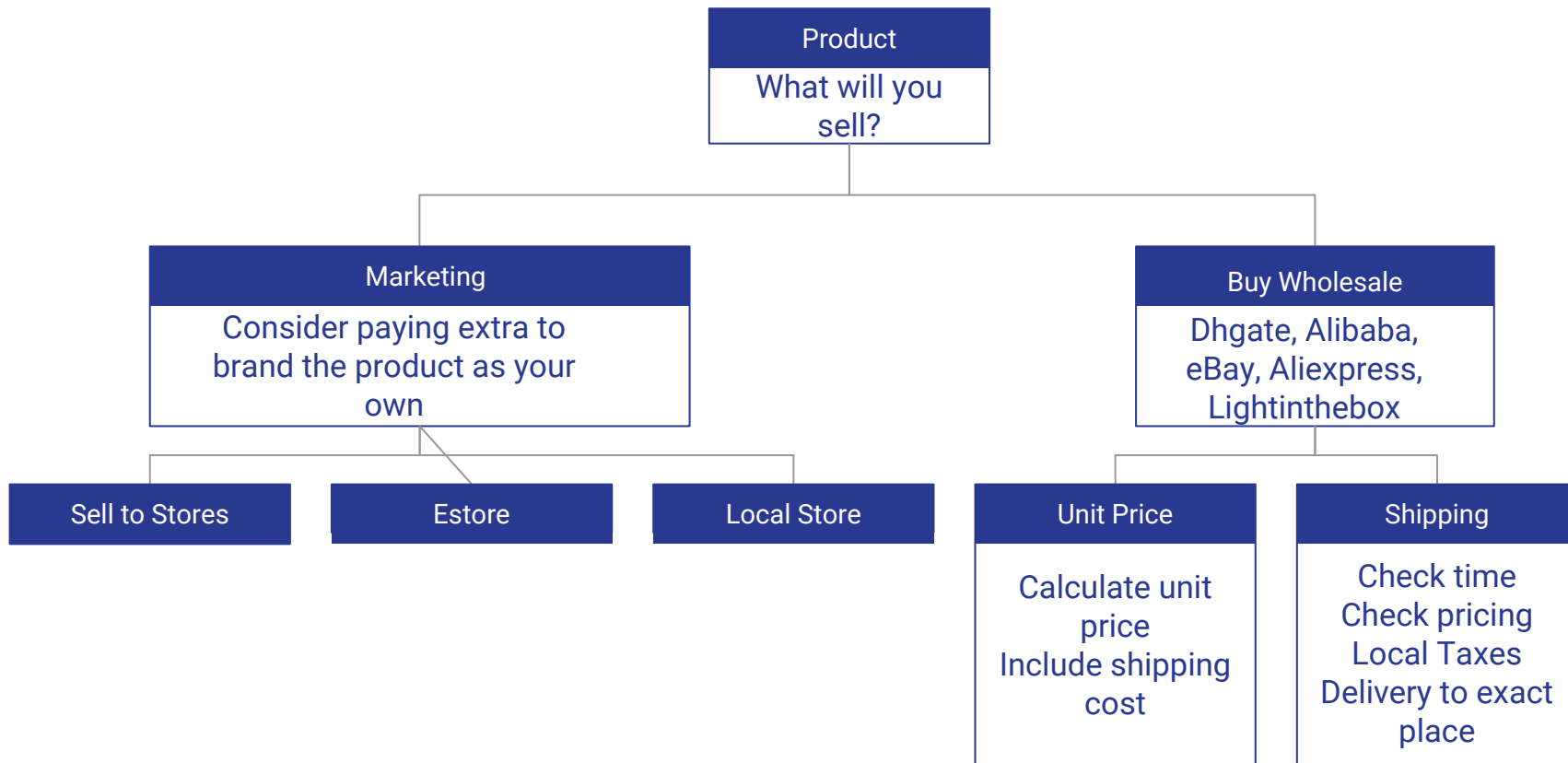
Read Reviews

The web makes business dealings more transparent-read what other people have to say!

Consider Twice

Don't ever be afraid to take the weekend. Think things over and consult with experts before making big moves.

Sourcing



Math becomes real!

Students will calculate:

- Unit cost
- Markup price
- Break even point
- Profit Margin

