

C H A

N G E



Stage 2

White & Private
Labelling



White Labelling

White labelling is the process of branding an existing product on the market. This can be anything from kitchenware to beauty products. You cannot alter the product; only add your brand to it. This can be great to use alongside ad campaigns and social media, particularly Facebook and Instagram. Brand recognition is a powerful tool and can span across product lines. It builds trust with a customer, and you could see repeat business and recommendations. When you purchase White Labelled goods, they are shipped to you. You are responsible for the handling, storage and shipping of these products. There are solutions to outsource this to other fulfilment centres.



Pros & Cons

Both white and private labelling takes time, research and effort to get off the ground. It takes longer than drop shipping, and Change only recommends it to those with experience in the ecommerce or drop shipping space. It also incurs upfront investment as you need to buy in bulk and possibly organise a fulfilment centre to store and dispatch your products. You can also establish a system to do it personally. Despite this, White and Private Labelling products can be very lucrative. It offers better profit margins per product than drop shipping. Change has seen several products that started as generic drop ship items experience massive growth in the white and private label space. This was achieved through ecommerce platforms such as Amazon and social media platforms like Instagram.

Private Labelling

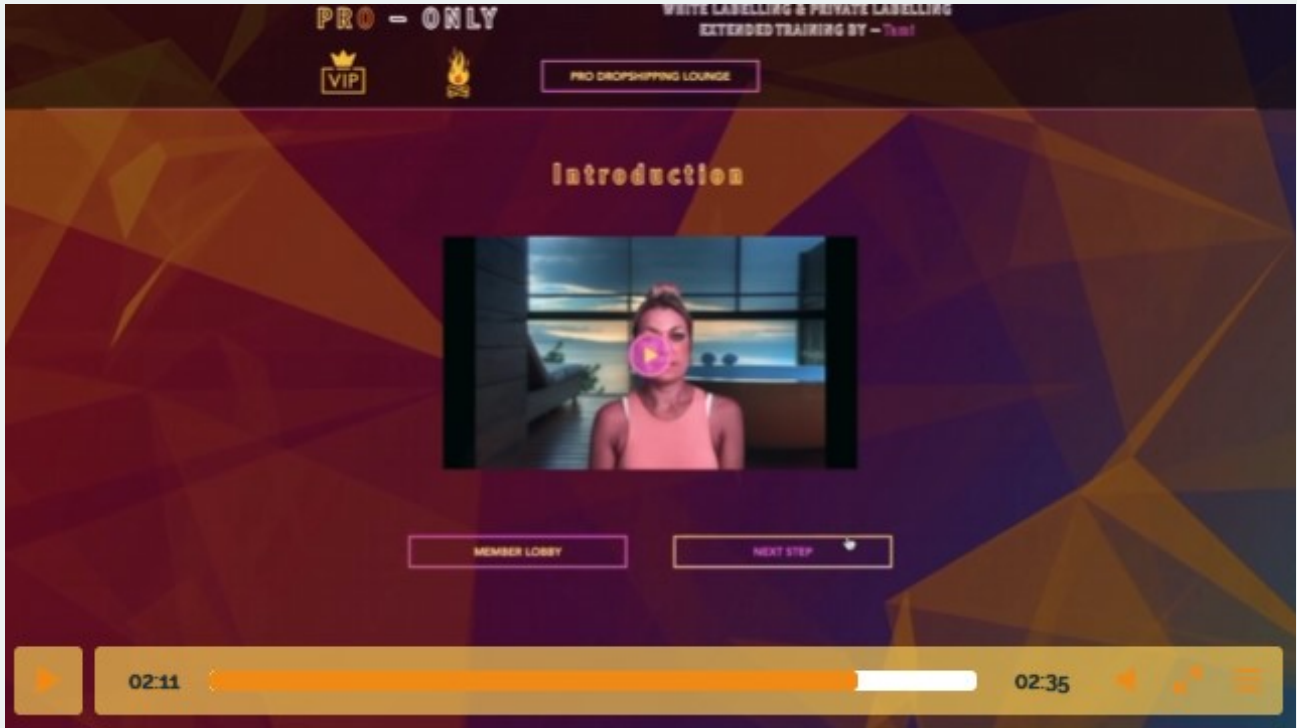
Private labelling is very similar to White Labelling; however, it gives you the added benefit of customising and altering the product to your specifications whilst including any branding. When doing product research and assessing market conditions, you may identify common pain points with potential competitors. As private labelling allows you to alter products, you can pro-actively rectify or address these issues with your product. This would give you a competitive edge and provides a subject to use in your marketing. Again, you would be responsible for handling the product. This can be outsourced to other companies.



White & Private Labelling

This E-Book provides an overview of the white and private labelling opportunities online. She gives some pros and cons and provides insight into getting started.

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