

WHAT REALLY MAKES MONEY

An Independent Review of Business Opportunities & Money-Making Enterprises

Make Money by Raiding the Biggest Names in Retail

If I asked you to name some of the biggest names in retail, who would you come up with? Apple might be up there. And Samsung, of course. How about Chanel, Jimmy Choo, Burberry or Gucci from the luxury goods world? Or how about mass-market, lower-end brands like Aldi, Lidl and Primark... yes Primark?

Next, if I said to you that there is a way you can 'raid' some of these brands by buying their products then immediately reselling them and making a margin on top for yourself, would you be excited by the possibilities?

I hope so, because it really is possible... and also perfectly legal, I should add.

This is exactly the opportunity I am going to tell you about here. Even better, it is a lot easier than you might think. Because it is essentially a buy low/sell high opportunity: a bit of flipping.

And while you might think that retail to online flipping at a profit wouldn't work, it does. Here's why: In the past, yes, maybe the Internet was the cheapest for everything. But increasingly nowadays it often isn't. Online shopping is so popular and has so much market share that online sellers often charge more for their products. While bricks-and-mortar retailers, who are often desperate to get footfall, are the cheapest. That's the basic (and very exciting) principle behind this opportunity.

Case History: 28-Year-Old's Company Makes Millions Buying from Walmart and Selling on Amazon

Let's get started with this opportunity by looking at this case history... which inspired us to put together

this blueprint... to show you just what is possible.

Over in the US, Ryan Grant is reported to be on the way to making millions by 'raiding' his local Walmart and Target stores and then selling his bargain finds on Amazon. He's making a six-figure profit every year.

Ryan started while at university in Minnesota. He organised textbook buyback events on campus. He used Amazon's Seller App to see how much each book he was offered would sell for on Amazon. Then bought it at a price that would enable him to make a profit by selling it there. Even this small enterprise made him a profit of \$10,000 a year.

Soon, Ryan moved on to doing the same thing in the clearance aisles at Walmart. He scanned a few items using Amazon's app and bought up toys, games, and home improvement items which he realised he could resell for a profit – everything from vacuums to Barbies, LEGO sets to stainless-steel flatware.

Initially Ryan was putting in about 10 hours per week and was making in the ballpark of \$1,000 per month. Once he was able to make the same kind of money reselling on Amazon as he had made at his accounting job, he left to go full-time. He says that just three months later he notched \$9,000 in profit on over \$25,000 in total sales.

Within four years he went from being a sole owner-operator doing around \$3,000 to \$5,000 in sales per month to employing a team of 11 and doing well over \$200,000 in sales per month.

Since he started selling on Amazon, Ryan says the business is on track to top \$8 million in total sales by the end of this year. Profits are heavily reinvested back into the company, though Ryan was still able

please turn over...

to take a salary of around \$150,000 when he was working for the venture full-time.

You can find the report on Ryan's business here: cnb.cx/2VMppii

In a Nutshell... How Retail to Online Flipping Works

Flipping is essentially a simple buy/sell opportunity. You don't need a huge amount of capital. In fact you can even sell before you buy in some cases. You don't need a big warehouse nor staff. You can run it in a few spare hours a week. Though, just like Ryan, it could turn into something much bigger if you wanted it to. It could make anything from a nice little extra cash sideline to quite a good monthly income.

What you do need is to know where to buy – and sell – and an eye for a bargain. Even then, you don't need to be that good at it as we'll tell you more about the handy little tool that can do it all for you from your phone!

- » **Step 1.** Target popular, fast-selling products from your favourite retailers.
- » **Step 2.** Check out how much you could sell these products for online.
- » **Step 3.** Buy these products from retailers.
- » **Step 4.** Sell the products online... and pocket the profit!

By the way, there are other types of flipping, including wholesale to retail and online to offline. But here we're going to focus on what I think is the easiest – retail to online. (Or to put it another way, stuff you can buy cheaply and easily in the shops and sell for more on the Internet!)

What's So Good About Retail to Online Flipping?

Before we get started looking at actual products you can flip for profit, let's look at the main advantages of retail to online flipping:

- » **You don't need your own product.** No need to invent it, create it or manufacture it. You can just 'steal' someone else's ready-made product idea... but legally.

- » **It's easy to find and buy stock.** You don't need to go searching for little-known 'back street' suppliers. You don't need to deal with the hassle of importing, paying shipping charges and taxes. Just go to your local shops.
- » **You don't need to negotiate deals with suppliers.** You don't even have to talk to them if you don't want to.
- » **Bizarrely, the profit margins from flipping are frequently more than the original retailer will make themselves.**
- » **You can choose from tens of thousands of products** – and move about from product to product wherever the best opportunities are.
- » **It's a scalable opp.** You can make £100 from retail flipping almost as easily as you can make £10.

What Sorts of Products Will This Work With?

While you can flip with pretty much any product – the fact that there is a profit margin to be had is more important than the product itself – some things work better than others.

Here's a checklist that will point you in the direction of the best opportunities...

- » **Popular, fast-selling, mass-market products.** This means they'll be easier to find and buy... and easier to sell.

It's also a good idea to find a niche within a popular product idea... people will often pay more for unusual or hard-to-find things.

Actual, real ideas for products you could flip are coming up.

- » **Your products should ideally be hot products.** That is, things that people want to buy right now. Even better if they're in short supply and high demand.
- » **If your product is new, or newly improved** (such as a newly-upgraded phone for example) even better.

There are a few ways of spotting hot, trending

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products. Monitor newspapers and magazines. Monitor blogs and product reviews. Monitor social media. What are people talking about? What are they wanting to buy?

- » **Your product should ideally be medium/higher value, so opening up most potential for finding a margin.** £20 is good and £50 would be better. £100 or £200 is even better. (This isn't to say you can find margins on products at all values, even from as little as £1.)
- » **It can also help if the products have global demand.** That is, you can buy and sell them around the world. That not only opens up more buying and selling opportunities but you can also cash in on different pricing in different countries of the world.
- » **Well-known branded name products are perfect.** If the product is a well-known brand that means it has already been pre-sold by the manufacturer. You don't need to sell it as such because people already know what they're getting.
- » **Your products should be small, light and compact if at all possible.** This will mean that they are not too expensive to ship to your customers. High shipping costs cut into your margins with this opportunity.
- » **Don't forget to consider products that appeal to businesses as well as consumers.** For example, manufacturers, traders, dealers and service businesses. Tools and equipment can also be flipped.

Trade products often have higher prices, higher order quantities and higher margins, so margins can run into hundreds or even thousands of pounds in some cases.

Product Suggestions

Here are some things that I think are worth concentrating on, because they meet most of the criteria of a successful flip. But you can pretty much flip with any product where there is a margin... so don't confine yourself to just these areas:

Electronics. Electronics are desirable, higher value items and so are ideal for any kind of flipping. I'd suggest you focus on the highest in demand items. For example, the latest mobile phones and phone accessories like chargers and headphones, computers,

computer accessories, computer software, tablets, gaming systems and audio/video equipment – and also accessories for them which are often easier to handle.

Related products to consider include – cameras, optical equipment, satnav and in-car tech, CCTV systems.

Drones are a really hot and growing (if slightly controversial) product area.

E-cigarette equipment and supplies are big at the moment too.

Go for sought-after brands where possible. Hot brands in electronics right now are: Apple, Samsung, Sony, Microsoft. That's not to say lesser or unbranded electronics can't be flipped, as they can.

Electrical appliances. The market for electricals is really competitive. Retail prices vary widely so margins often occur between different retailers.

All products are possibilities but large screen TVs are especially good. Smart home appliances are an emerging product area. Focus on small portable home entertainment and kitchen appliances, eg. sound bars, smart speakers, smart home systems, home automation, coffee makers, etc. The vacuum cleaner business is very competitive with margins to be made on the latest high tech vacuums.

Household products a huge range of products areas: Kitchen. Bathroom. Pet. Garden. Home textiles. Small furnishings. Decorative products. The Scandinavian look has been trending for some time now. Look at Hygge, Lagom and the latest look Umage!

Fashion. This is another area of huge potential for flipping. At one end of the scale think designer fashion. Even better if it's by well-known designers. Better still if they're timeless classics by well-known designers. There's a strong demand for good used designer clothing too.

Tips: The top classic/vintage fashion designers are (according to *Harper's Bazaar*): Yves St. Laurent. James Galanos. Christian Dior. Thea Porter. Paco Rabanne. George Halley. Pierre Balmain. Emilio Pucci. Oscar de la Renta. They add that Japanese avant-garde designers are also hot, eg. Issy Miyake.

At the other end of the scale, mass-market fashion can also be flipped – focus on hot, trending fashions of the season. Read on for a really exciting

opportunity to exploit THE biggest name in 'throwaway' fashion.

Accessories. Fashion accessories such as handbags, clutch bags, tote bags luggage, sunglasses, ties, scarves. And don't forget shoes.

Beauty and grooming. Beauty products, cosmetics and fragrances have great flipping potential. Also related to this category – health supplements and superfood supplements are hot at the moment.

Jewellery and watches. From high-end to mass-market and costume pieces. And the newest development – smart watches and fitness trackers.

Books. After years of falling sales, physical book sales are rising again. Books are absolutely perfect for finding flipping opportunities. There's still a huge market for books and there are lots of places to buy and sell them, where prices often differ widely.

Audio, video and gaming. Audio and video products are also a massive area for flipping. Downloading has in some ways made the market for physical audio-video products hotter not cooler. There are plenty of people who would much rather own an audio or video product rather than just download. As well as CDs and DVDs look at vinyl records and even VHS tapes.

Toys and games. Focus on new and sought-after toys... whatever is trending right now. Works at any time of year but especially good in the autumn/pre-Christmas. Smart toys are a trending product area. This blog forecasts what 2019's top Christmas toys will be: thespruce.com/must-have-holiday-toys-4150709

Gifts. Lots of opportunities here. Again, another one that is hot pre-Christmas but also operates year round.

Seasonal products. Christmas is the biggest opportunity, but also target others seasons such as Easter, summer holidays, Halloween, weddings and more niche seasonal opportunities like the prom season.

Sporting and fitness equipment and clothing. For example, multigyms, exercise bikes, treadmills and exercise gadgets. Tennis and other racquet sports, golfing equipment is perfect. Specialist clothing such as martial arts clothing.

Hobby equipment. Examples: Camping equipment. Angling equipment. Climbing gear. Ski equipment.

Riding tack and equestrian gear is a big market. Musical instruments are a niche market put perfect for this. Anything baking-related is trending at the moment.

Bicycles. Perfect item for flipping. Also, scooters etc. Electric bikes are a hot product.

Baby products. Feeding/changing. Fashion. Toys.

Business, commercial and industrial equipment. Not all flipping opportunities are in consumer products. Consider office and even light industrial machinery. Also – scientific and lab equipment. Ideal if you have specialist knowledge of a particular area.

Trade tools, accessories and supplies. Eg. Power tools, testing equipment, construction site equipment, plumbing, electrical and ironmongery.

What Sort of Retailers Will This Work With?

Really this will work with any bricks-and-mortar retailer... as long as there is a margin to be had. But it will work better with some rather than others. Here are some tips:

- » **Ideally, they need to be discount retailers.** That opens up more opportunities for a margin but see exceptions later. Discount retailers are a growing trend and the main expanding area of the retail business, so opportunities to source from them are increasing all the time.
- » **If they have lots of regular 'bargain' offers that's even better.** These are usually things that will sell on fast too.
- » **If the retailer doesn't sell online, even better, because customers won't be able to get them online direct.** If they do sell online then it's a plus if their online presence isn't great.
- » **The fewer retail outlets they have the better.** This means it's less likely customers will be able to go there to purchase themselves – and more willing to pay a premium to have them delivered to their door.

Example. Buying products to flip from Argos isn't a great idea. They're everywhere and they have a mega-efficient online click and collect and home delivery network. More details on retailers this will work perfectly with coming up!

The Primark Opportunity

You'll know about Primark. It has to rank as one of the biggest retail success stories of the last few years. While other more upmarket stores sit and wait for customers, Primark's stores are thronging with them. Its combination of high-fashion looks combined with bargain basement prices are a hit with consumers. Well, Primark is absolutely perfect as a target for this opportunity.

There are a couple of interesting things you need to know about Primark. Although they have a website – Primark.com – they don't sell online. If they did, their online store would be right up there with the biggest. But they don't, so it isn't.

And, as far as we can tell, Primark have no plans to sell online either. They have openly said that their low price, low margin business model isn't suited to online selling. (But it could be very well suited to yours!)

The next thing to know about Primark is that, generally, they only open large stores, mainly in cities and large and medium-sized towns. So there are huge areas of the country where consumers don't have access to their own Primark branch. For example, less affluent, more rural parts of the country where people would be more likely to buy Primark products online, but can't.

Put two and two together and there is a huge market of potentially millions of people who want to buy online from Primark but can't. A vast demand which you can serve by sourcing their products and selling them to those people yourself.

And here's the really exciting thing about this. Primark products are invariably sold at bargain prices. So in most cases you can buy from Primark, add on a margin and the products will still represent really good value for your customers.

Another possible source: TK Maxx. Not exactly the same as Primark but still useful. Focuses on branded goods at a discount, mainly clothing but also branded cosmetics. TKMaxx.com

Other Retailers You Can Flip With

The Discounters:

Discount retailers have seen a boom in recent years. As traditional retailers have closed, these have

opened more and more branches.

All the discounters have very similar ranges. Not all the products are suitable for flipping. Product areas that are very suitable include: Electricals. Electronics, mainly low-value generic items. Beauty products. Toys. DIY and tools. Gifts. Household. Seasonal products.

Discount retailers to consider:

B&M. Around 600 branches nationwide.
BMStores.co.uk

Home Bargains. Around 500 branches nationwide.
HomeBargains.co.uk

The Range. Around 160 stores nationwide.
TheRange.co.uk

Poundstretcher. Around 410 stores nationwide.
PoundStretcher.co.uk

Costco

Costco isn't strictly a retailer. It's a trade warehouse club. But although you need membership it's not that difficult to get once you are a business. See here for details: Costco.co.uk/membership-trade-requirements

Although Costco offer what they say are wholesale prices on all their lines, not everything here will have a big enough margin for reselling. Look particularly for the 'Hot Buys'. Even then check that the prices add up as although the discounts claimed from RRP are genuine, retailers may offer discounts on them too.

Another possible source: Makro. Thirty stores nationwide. Technically, Makro is a wholesaler as you need a trade card to use it. But apart from that it works well as a discount cash-and-carry-style retailer.

The IKEA Opportunity

IKEA is a bit of a national institution... not only in the UK but around the world. It would be difficult to find anyone who doesn't have at least a few IKEA products in their home. Their offering of high-end designer looks at budget prices has proved a hit. In addition they have their fingers very much on the household goods market. The products and looks that IKEA stock are almost always proven top sellers or trending products of the season.

IKEA does sell online (ikea.com/gb) but, frankly, their online operation isn't that great and it's clear

they would much rather people shop in their bricks-and-mortar shops. Their online shop is a bit clunky and their delivery charges can be quite high. Also, IKEA shops only serve very limited locations. So what could be said about Primark also applies to IKEA. Their products are popular, in high demand, and there are lots of people who would probably pay for the convenience of being able to buy them easily online and have them delivered.

If you live near an IKEA this could be a great source for flipping!

Screwfix

This is a slightly different opportunity, but could be a great niche to explore. Screwfix Direct Ltd. (Screwfix.com) is a trade supplier of building and DIY tools, accessories and hardware products. However, you don't need to be in the trade to buy from Screwfix as it's open to everyone. If you've never used it it's kind of an Argos for builders. You choose what you want from the catalogue, order it in person (or online) and then it's picked from the warehouse for you.

And here's what's interesting about Screwfix. It's owned by the same company who owns B&Q – Kingfisher plc. So many of the products they stock are much the same as those stocked in B&Q only at cheaper, trade prices. Another advantage of Screwfix is that they have a huge branch network, so chances are there will be one that's convenient for you.

So Screwfix offers a really simple flipping opportunity and one that doesn't even involve buying any stock.

Others possible sources: Plumbase (Plumbase.co.uk). Electricbase (Electricbase.co.uk) Selco (SelcoBW.com).

Discount Supermarkets... Aldi and Lidl

Now, I'm not suggesting for a moment that you'll want to operate this method with a family pack of chicken drumsticks or half a cucumber. But if you're an Aldi (Aldi.co.uk) or Lidl (Lidl.co.uk) customer you'll know that they have a wide variety of non-food offers too. These are typically found in the infamous 'middle aisle' of their stores.

Aldi are ramping up the online side of their business. But, for many items – mainly lower-cost items and

special offers – it's not all that cost-effective or user-friendly.

Products found in the middle aisle are a pretty eclectic bunch of things you (often) never realised that you needed – but are there because they are proven top sellers. And, frequently, there are some amazing bargains here costing a fraction of what they would cost in other stores or even online.

The important thing to be aware of with Aldi and Lidl products is that they're usually limited stock/limited time offers. So whenever you see something suitable you need to check it out and move quickly as the really good things don't stay around for long. Both Aldi and Lidl release these offers on Thursday and/or Sunday.

The Pound Shop Opportunity

Another type of retailer you can operate this method with is pound shops.

If you think about it, you'll realise that pound shops sell many items for, yes, £1 that regular retailers sell for £2, £3, £5 and even much more – simply because they're pound shops and they can't charge any more. So there's an obvious flipping opportunity here. Pretty much every pound shop product sells on online sites for more than £1.

On top of that not every area is lucky(!) enough to have a handy pound shop. So customers will be prepared to pay to have things delivered to them. Not many pound shops do online well.

Poundland at Poundland.co.uk is the main operator but also look out for any local pound shops there might be. Also look out for new market entrant One Below which has ambitious plans for expansion – One-Below.co.uk

Other Opportunities to Consider

Outlet stores and factory shops. The idea of outlet stores and factory shops is that they sell products direct from the manufacturer, surplus stocks that haven't made it to the shops or else unsold stocks from the shops. They can be good for sourcing brands at genuine discount prices.

When using these sources, however, you need to check that the discounts that are offered are genuine discounts from RRP.

Independently owned local shops. Whatever product you're interested in it's always worth

checking out the prices at independent local retailers. They could just be cheaper than online, opening up a margin. Speak direct to the owner. Ask if they'll do you a deal on the products you want to buy. Ask them about any clearance items they'd like to get rid of cheap, and see if you could resell for more online.

Retailers that are closing down. There are quite a few of these around nowadays in most towns. So as soon as you hear about the latest retailer going into administration get in there and pick up any bargains ASAP.

Franchised motor trade dealerships. This is an interesting niche opportunity. Every franchised motor dealership has a parts department. Although list price parts are expensive, pretty much all of them give a hefty trade discount to motor trade businesses. So there's an opportunity here to buy from motor dealerships and sell online at full price. Many of the parts suppliers, on eBay for example, work this way.

The best way to do this is to work backwards. Start by choosing a common car part that you think might sell well online. Choose by type of part, or car make. List it online. Then, when (and if) it sells buy it from a franchised dealer and ship out.

Luxury and High-End Products

Here's an opportunity which looks highly promising.

It involves high-end and luxury goods. You see, many high-end luxury goods brands don't sell online at all. Or, if they do, they don't really push online sales. The reason for this isn't clear. But it's thought that luxury brands still think selling online is a bit tacky and that doing so will devalue their brands.

Add to the fact that luxury brands don't have many retailers and you can see a clear gap in the market buying from retail shops and selling online to buyers who can't access the physical shops easily. This could be ideal for you if you live somewhere where there are high-end shops or even luxury product outlet stores.

You don't even need to buy these kinds of goods. Instead, choose some products to focus on. Then obtain catalogues and brochures from high-end sellers. Most of them also have websites with product information even if they don't sell from them. When a customer orders from you, buy the product and ship it out.

Here are some ideas for high-end products this would

work with: Clothing. Footwear. Jewellery. Watches. Bags, ie. handbags. Scarves. Belts. Hats. Cosmetics.

Flipping Used Goods

Although this opportunity is mostly about flipping new goods there are some opportunities for used goods. For example, used items like books, CDs, DVDs, VHS tapes, jewellery, collectables and some items of vintage clothing can be just as if not more sought after – and so actually worth more – than new items.

Used items can be sourced from second-hand shops, charity shops, jumble and car boots sales. Also try collectors' fairs and markets – items can sell for more when exposed to a much wider market online.

When selling used items this way go for those in the very best condition and point out that they're used in your online listings. Customers won't mind that their purchase is pre-owned if they know when they buy.

Useful Tool... the Amazon App

Now, you might think that finding products you can buy retail at one price and sell online for more would be difficult. And it used to be. But no more! The digital world has made it possible to find these margins easily in seconds with the use of your phone and an app.

To use this method, you'll need a phone (or tablet) and to download the Amazon Seller app either from Google Play or the App Store.

The main idea of the Amazon app is – as you might expect – to allow users to order products from Amazon and then track their orders. But it has another interesting use. Using the Amazon app you can scan the barcode on any product (or even take a photo of it) in any retailer, and then the app will tell you how much it's for sale on at Amazon.

So, in a matter of seconds you can check out any product, check to see if there is a worthwhile margin and if there is, buy it there and then.

By the way, the Amazon app isn't the only app that can be used for price comparisons but it is the most obvious one. Search the App Store or Google Play for others you might find useful. Try: Pricerunner or Idealo.

Places to Sell Your Stock

Every flipping opportunity involves not just a

purchase but then a sale to realise your profits. Here I'll look at the different options:

Amazon.co.uk. Amazon is probably the number one place to resell your retail finds. If you're using the Amazon app to find margins then it really is the obvious choice as you will be able to see that a product you are thinking of buying sells for more on Amazon before you even buy it. Oddly, but perhaps of its dominance in the market, Amazon is no longer always the cheapest option it was once thought of as being. With some searching you should be able to find plenty of products where Amazon is far from the cheapest source.

You can either sell things on Amazon on an occasional basis and just pay a fee to list your products and on your sales, or become a registered seller. As a registered seller there is a monthly subscription fee to pay (currently £25) although the other listing and selling fees are lower in most cases.

To sell on Amazon just find the product in their catalogue (assuming they already sell it) and you can sell it right there from that listing. There is no need to create your own listing.

eBay. eBay is the main alternative to Amazon. eBay buyers tend to be bargain hunters so it's especially suited to things at the cheaper end of the market. For example, many cheap £1 or £2 items from pound shops and discount retailers will sell for £4 or £5 and perhaps more here.

eBay is also suitable for the more interesting and unusual items where the value is unclear, as you can use the auction tool. Auctions are also good for selling hard-to-find and sought-after items (such as that must-have Christmas toy) as you may be able to obtain more than the RRP for them.

Specialist online selling sites. By specialist online sites I mean sites which only specialise in one type or just a few types of products, rather than Amazon which sells pretty much anything. For books try: AbeBooks.co.uk. For rare/unusual books try: Alibris.co.uk. You can sell clothes on ASOS Marketplace: Marketplace.asos.com. You can sell audio, video, gaming and electronics to CeX: UK.WeBuy.com. Zapper.co.uk is a direct trade buyer of books, as well as CDs, DVDs and games. Although there are other similar sites, they claim to offer better cash prices than anyone else.

Social media. Social media is a bit unproven as a way to sell things outright. You can list products on Facebook, if you use it, and sell them locally. A better way is to use social media to generate traffic for your listings on other online sites. Use: Twitter, Pinterest and Instagram. If, for example, you're selling a designer bag on eBay then pics of it posted on Pinterest and Instagram will help generate interest.

Own website. One option to consider is to set up your own website with an online shop. This might work well if you are concentrating on one main product line, rather than any and every opportunity that arises.

The big advantage of your own website is that you won't have to pay selling fees and commission to the selling site. One drawback is that you won't benefit from any ready-made traffic those sites have, so you'll need to build it yourself.

You can set up an online shop fairly simply using a platform like Shopify.co.uk or EKM.com

Other places to sell. While the basic principle of this system is to sell online, don't forget that you don't have to sell online. Sometimes you can sell for as much or perhaps even more another way. For example, using classified ads, on a local ads site like Preloved or Gumtree, at a fair, event or stall, or perhaps even by selling on to traders and dealers.

Flipping to Abroad

One other opportunity you can consider here is to buy retail and then sell online abroad. This can be a good opportunity and for a few reasons: There are many products that are common in the UK but which aren't available abroad. Often people – both locals but especially expats – like to buy these for their Britishness. Because they can't get them locally they're often willing to pay above UK retail prices to have them delivered.

Another reason to consider is the exchange rate. The value of the pound has declined in recent years and this has made UK products a lot more attractive to buyers abroad, particularly in the US which is a huge potential market.

In many cases with online selling it's not that much more difficult to list your product on an overseas site than a UK one. Both eBay and Amazon allow you to opt to sell on sites in other countries. You just need to

bear in mind that the cost of shipping will be more – but see next.

Remember that overseas markets are not just in the EU – something to bear in mind if Brexit causes any problems with trading with Europe. There are markets for UK goods worldwide including the US, Middle East and Asia which are in many ways more enthusiastic buyers of British sourced products.

Using Amazon FBA and eBay Global Shipping Programme

When you flip from retail to online you will, in most cases, have to pack your products and send them off individually to your customers yourself. However, if you are selling on Amazon and eBay you don't necessarily have to do all this as they can handle it all for you.

Using these systems is also a clever way that you can access overseas markets without having to ship overseas yourself and at a much more cost-effective cost.

Amazon FBA: On Amazon this is possible using the Amazon logistics service known as Fulfilment by Amazon. The idea of it is to improve the service to Amazon's customers and maximise the potential of Amazon's huge distribution network. (If you've ever seen their warehouses on TV you'll know what I mean here.)

Essentially, what happens with FBA is that you promote your products on Amazon in the usual way. Then instead of stocking your products yourself you send them to Amazon's warehouses. They store them for you. When a customer buys your products they pick, pack and ship them for you. They provide customer service for you. They also collect the money for you and pay it into your bank account automatically.

Amazon do charge a fee for FBA, but the idea is that overall it is cheaper than doing it yourself. While this might not save much when you are handling just a few items, if you are handling hundreds a month it will make a considerable difference.

So, can you see the real opportunity here? I'm sure you can. Amazon can not only be a marketplace for your flipped products but a back office for them too. All you need is a product idea and a source. Once you have those, Amazon do all the physical work while you concentrate on building up your sales.

Looked at in those terms it really could be a way you could run a sizable business with minimum hands-on involvement.

More details here: Services.Amazon.co.uk/services/fulfilment-by-amazon/features-benefits.html

eBay Global Shipping Programme: The Global Shipping Programme (GSP) is designed to make international selling no more expensive than selling to someone in the UK.

To use it, just state in your listings that you will sell internationally. If someone abroad buys, all you need to do is post the item to the UK Shipping Centre, with the label eBay provide, and eBay will handle shipping, customs clearance and provide tracking. You don't have to pay anything extra, just the cost of posting the item to the UK Shipping Centre.

Items generally arrive within 3-5 days in the EU and 7-10 days for non-EU destinations. Parcels can take a little longer although items sent via the GSP benefit from professional customs processing which helps to minimise any delays at customs.

You can use GSP for most products and to most countries, although there are a few exclusions.

More details here: SellerCentre.ebay.co.uk/private/global-shipping-programme#how

Techniques to Use for More Profitable Retail/Online Flipping

Here are some techniques you'll find useful to increase your flipping opportunities:

Visit clearance corner. Most retailers have a clearance corner or similar, often in a hidden out-of-the-way place. These are usually the cheapest of the cheap but are one-offs and aren't repeated.

Look for the specials and 'special purchases'.

These are absolutely the best source of stock for flipping. Although all stock lines can have potential it is products on special promotion and so on that have most potential. They're often sold at minimal (or zero) profit margins to get people in and buy other things.

Specials are invariably limited in number but the numbers can be quite large so there is still a chance to stock up. Remember, if a retailer has several branches in close proximity you can visit all of them to source stock.

Buy out of season – then hold on and sell later.

Retailers frequently sell things at the highest possible price in season. Then mark things down to clear once they have gone out of season – or even sometimes before the season has ended. If you're willing to hold on to them you can often sell at full price later.

Christmas is perfect for this – cards, decorations and gifts bought ASAP after Christmas and held until next year. Summer items such as sunglasses and clothing bought at the end of summer and held until next year.

Bundling and unbundling. If an item comes as a multipack then you can often make more money by splitting up the multipack and selling separately. In fact, it may make the item more saleable.

The reverse of this is bundling up several items. This can make them more saleable and also saves on postage.

For example, you could buy a pack of three phone charger cables and sell them separately. Or package up three DVDs bought separately to make a unique box set.

Branding – branded and unbranded products.

Branded products are absolutely perfect for flipping. Branded products tend to be more desirable and sought after and people will pay more for them. They're also pre-sold by the manufacturer – people know what they are getting. But – a lot of products sold by discount retailers, although very cheap, are unbranded.

Here's a solution to that – create your own brand. Buy unbranded products. Then create a brand name and a logo. Add a label or sticker showing the brand. Strange as though this might seem this will make your products appear to be more attractive and may raise their value too. You might also be able to build some value in that brand.

Get a loyalty card. Some retailers have loyalty schemes or points systems which reward you with points or even discounts the more you pay. This can add up over say a year. Important: Don't be swayed into paying more than you need to because a loyalty scheme is in place. But, if you are going to buy from that retailer anyway always use the scheme if there is one.

Sign up for newsletters. If the retailer you are using sends out regular newsletters then always, always

sign up for these. There are two main reasons: Firstly, you will normally be sent all the details of all the best upcoming offers and special purchases – sometimes before they are known to the general public. Secondly, you might receive discount vouchers and other money-off offers.

Today many retailers issue their newsletters by email, so sign up for these – don't untick the 'no emails' box. Some also have a phone app. But there are also some that still send them out in the post.

Flash sales. A flash sale is an unexpected and very short-term sale. It can be run at any time of the year, not traditionally sale times. It might also run for a very short period, such as a day or even a few hours. Flash sales are most often associated with online retailers but offline retailers also have them. Black Friday is perhaps the most famous flash sale, although over the last few years it seems to have become less well known for its bargains.

The best way to find out about offline flash sales is to sign up for online newsletters.

Watch for pricing errors. From time to time retailers make pricing errors. Sometimes, the wrong price is allocated to a product and it will go on sale for much less than it should have until someone notices. In other cases, a product will be advertised at one low price which is wrong, but then labelled on the shelf at the correct price.

Always look to take advantage of these opportunities if you can. One thing to know is that retailers don't have to honour pricing mistakes. If they advertise something for £69 that should have been £99 they are entitled to refuse to sell it at £69. But, many times, they will honour the pricing mistake either to avoid bad publicity or generate good publicity.

Make your flipping business loss-proof! One of the big advantages of flipping from retail to online – rather than wholesale to online where this isn't possible – is that it has a built-in, fail safe, 'can't lose money' system. Because – if you buy something and it doesn't resell you can take it back for a refund under the retailer's guarantee.

Most retailers have a 28 (or 30) day money-back period within which you can return an item. Some retailers have a longer money-back period. This is in addition to consumers' rights to return faulty or damaged items and is therefore discretionary but most reputable retailers are more than willing to

honour it, sometimes even after the stated period has expired.

Check before buying what the terms and conditions are. Products may need to be unopened or supplied in their original packaging to qualify for the extended guarantee.

Actual Real Life Examples of Retail to Online Flipping

In this section I'll give you a few examples of retail to online flipping margins I've found, just with some simple online searching today. These offer opportunities to make margins of just £3 or £4 per sale... right up to £100 or potentially more per sale.

Given the nature of many retail offers it's possible some of these will have changed by the time you read this. If so, don't worry... you'll find many more of the same or even better using the techniques I suggest earlier.

Sync and Charge Cable For iPhone

Poundland sell this item for, you guessed it, £1:

bit.ly/2Z95xbr

Amazon sell much the same thing for £4.29 + £1.99 delivery:

amzn.to/2X7nGoa

You can buy this for £1 and post it out for 61p by second-class post. If you sold it for £5.99 you would make £4.38 per sale.

Now, maybe the margins on these pound items are small in money terms. But they are huge in percentage terms – 300% to 400% or so – far more than most retailers could ever hope for. And these small items are big sellers – over a year you could potentially sell thousands with good marketing.

Stationery Pack – Genuine BIC Pens

Again Poundland sell this pack of pens for £1:

bit.ly/2ImwZgH

Amazon sell a very similar item for £3.00 + £1.99 delivery:

amzn.to/2KEBC7M

You can post this out for 61p second class. If you sell it for, say, just £4.49 with free delivery on an online site you would make £2.88 for every unit sold. Could you sell 1,000 a year?

Primark Zebra Print Clutch Bag

Primark are tipping this product as one of their hot products for the summer season 2019. It costs £6 in their store:

bit.ly/2VKuKXp

The nearest comparable product on eBay is £14.99:

bit.ly/2UgXHf

In fact, there are sellers selling similar bags for considerably more than £14.99. So anything selling online at £6 plus whatever margin you want to add could be a huge seller.

Primark Cat Ear Sunglasses

Primark are also tipping this as one of their hot products for the summer season. It sells for £1.50 in Primark:

bit.ly/2GnycSI

On eBay the cheapest comparable product is £3.99:

bit.ly/2v2FoNy

Again, you could maybe sell them for more than £3.99 and could sell hundreds in the run-up to summer.

Kitchen Spray Taps

Let's look at a completely different type of product now. Spray taps are, apparently, one of the hottest-selling plumbing fittings right now. They are a very popular buy when people are installing a new kitchen, or just to give an existing kitchen a facelift.

This Cooke & Lewis branded kitchen spray tap is selling for £164.92 on Amazon:

amzn.to/2UAq1eq

But, if you go to your local Screwfix you can get the same thing for £94.99:

bit.ly/2UFkvaz

A single sale could make you £60+. And you wouldn't even have to buy the product until a customer bought it from you.

Garden Hosepipe Reel

Gardening season is now open us and garden hosepipe reels – where the hose retracts into a reel avoiding all those annoying kinks and knots – are a popular product. Hozelock are a well-known brand in the hosepipe business.

Staying with Screwfix, they are selling this 30m Hozelock reel for £89.99:

bit.ly/2UimyMz

The cheapest seller on Amazon is currently listing it for £116.99:

amzn.to/2Iju1cJ

That means a £30 instant flipping profit. Shipping shouldn't cost more than £5, although you might even be able to charge that on top.

IKEA Gold Pendant Lamp

IKEA sell this gold pendant lamp in their stores for £60. IKEA also sell it delivered for £64:

bit.ly/2DewEIX

The same thing is being sold by a seller on eBay for £85.98:

amzn.to/2Go1gcD

If you live near an IKEA you could take a customer order, go and buy it from IKEA, then stop off and ship from a Hermes or similar parcel shop for about £5 – and never need to open the box let alone take it home.

There are lots of other examples where IKEA products sell for much more on online sites from independent sellers. Spend some time searching to find your own unique product ideas.

Rattan Effect Corner Sofa

Now for something bigger. As I said earlier garden products are trending at this time of year. Rattan effect garden sofas have been a top-selling garden product for several years now.

At time of writing Aldi are selling a rattan effect corner sofa for £199. Given the nature of Aldi offers it may be over by the time you read this, but they are bound to have similar offers on garden furniture, barbecues, etc. this week.

At Aldi:

bit.ly/2Gf1aTn

Something which looks pretty much the same is selling on Amazon for £353.38:

amzn.to/2D8UVjp

Even if the products are not quite the same you could still probably flip your Aldi purchase for £299 and make £100, or even just £249 and make £50.

Webuybooks

Or why not buy and sell physical books?

I know, I know. We were all told that books were dead and that eBooks and Kindle were going to send this industry into the dark ages.

And as it turned out, completely WRONG!

Thanks to this phenomenon of 'screen fatigue', eBook sales in 2017 had plunged by 17% and printed book sales had soared to five-year high.

In fact, physical book sales have risen every year since 2013 with print sales up 10.8% in that period.

There are a number of convenient places to sell books.

There's Amazon of course.

You might also try Webuybooks: which allows you to list your books and get quotes, which can often have a decent margin when compared to other sites.

Books are small and compact and easy to transport.

There is something powerful about owning a beautiful item with a cover, something you can keep on your shelf, have by your bed, or gift to friend.

There has been a 26.8% increase in vinyl sales, year on year, with the result that today you can buy a David Bowie vinyl LP in Tesco – an idea that would have seemed ludicrous ten years ago, when everyone assumed downloads and streaming would kill of the physical formats.

It's the Revenge of Analog...

So hard copy book products are not only holding their own – they're rising in popularity. It's an established trend that is bucking the old predictions.

Which offers up an opportunity for you.