

# The easy-to- understand Amazon FBA Wholesale Guide



by Nick Milani

# What is Amazon FBA Wholesale?

Think of a convenience store, Walmart, Rexall, Best Buy. What do these stores all have in common?

**They are retail stores.** They sell big-brand name products that people are looking for. Some of these stores end up creating their own versions of products, however, most simply do customer and market research to figure out what people are buying to stock those products and make them easy to find for customers.

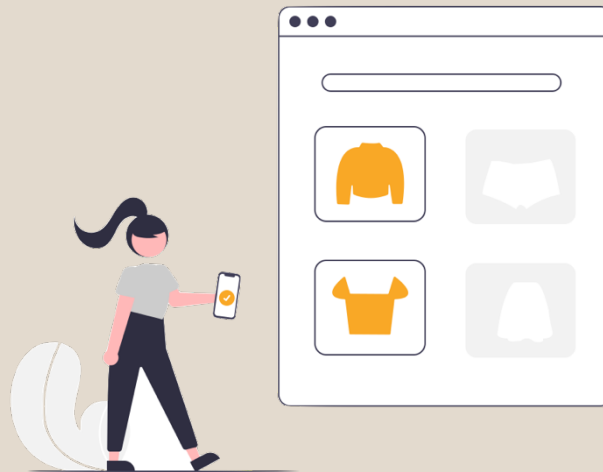


**They either buy the product directly from a manufacturer OR from a distributor** who sells the products to these retailers at a wholesale price.

This is exactly what we do on Amazon. However, we actually have it better because we can look at the purchasing data and only buy and sell the products that move the fastest.

# How does it work exactly?

In the US, we have the first-doctrine; this allows anyone to purchase any copyrighted product and be free to re-sell that product without alteration, of course.



It's as if we have our own retail shop, reselling goods, however, it's on Amazon – the biggest online marketplace in the world!

Now, instead of creating listings on Amazon and starting with 0 reviews and on the 30<sup>th</sup> page of most keywords, **we're simply jumping on existing listings that already have traction.** This is how we're able to analyze which products are doing well, and simply create an offer on that very same listing.

Let's take a look at this example:

The screenshot shows the Amazon product page for PanOxyl Acne Creamy Wash. The product image is on the left, showing a blue and white box. The product title is "PanOxyl ACNE CREAMY WASH Benzoyl Peroxide 4% Daily Control". The product description includes "Daily Creamy Wash" and "Face, Chest, Back". The product is sold by "Pharmapacks" and ships from "Amazon". The product is in stock, with a stock quantity of 74. The product is priced at \$32.61, with a net price of \$16.02. The product has a "Listing Health Score" of 7.52 / 10. The product is part of a "30-Day Sales" promotion, with a "30-Day Sales" graph showing a peak of 229. The product is also featured in a "New (15) from \$28.85 & FREE Shipping" banner.

Listing Health Score 7.52 / 10

30-Day Sales 229

Parent: B007LCRSLK  
LBS: Item: 1.34  
Prep Lg Standard LT5F  
7.56 x 7.36 x 2.44 in  
UPC: 073462098700

Sell Price \$ 28.85  
Buy Cost \$ 0.00  
Net \$16.02  
\$19.05

Low FBM Low FBA Buy Box AMZ Close FBA  
New \$32.61 \$28.85 \$28.85 n/a\* 4 within 3%

Small & Light max sell price increase to \$10 effective Apr 28 Learn more

Visit the PanOxyl Store

★ ★ ★ ★ ★ 433 ratings | 6 answered questions

\$32.61 (\$1.81 / Ounce)

& FREE Returns

Get \$50 off instantly: Pay \$0.00 \$32.61 upon approval for the Amazon Rewards Visa Card. No annual fee.

Item Form Wash  
Use for Whole Body  
Brand PanOxyl  
Recommended Face, Sensitive Skin  
Uses For Product  
Special ERROR: #N/A  
Ingredients

20. Order within 16 hrs 14 mins

Deliver to Milani - Sheridan 52801

In Stock

Stock 74

Qty: 1

Add to Cart

Buy Now

Secure transaction

Ships from Amazon

Sold by Pharmapacks

Return policy: Eligible for Return, Refund or Replacement within 30 days of receipt

Add your 30-day FREE trial of Prime and get fast, FREE delivery

Add a gift receipt for easy returns

Add to List

New (15) from \$28.85 & FREE Shipping

We can clearly see the Add to Cart and Buy Now button, and if you look below those buttons, you can see that it's shipped from Amazon and sold by Pharmapacks.

Below that, you can that it says, "New (15) from...". This means that there are 15 other offers, from 3<sup>rd</sup> party sellers like us and Pharmapacks.

Now here is the "aha! moment" –everyone is competing to be the seller in that "box" (where Pharmapacks is). That is called the "Buy Box", and the seller in that box can fluctuate at any time. If Amazon thinks that you have a better offer for the customer, they will put you in

# What do I need?

Once you get the logistics out of the way, like incorporating, getting a resale certificate for tax purposes, opening an Amazon selling account, and a few other things, you're ready to approach distributors and manufacturers to purchase their products at wholesale.

The million-dollar question is: How can I evaluate good products from the bad?

## How do I evaluate products?

We use various Chrome Extensions and software tools to look at the behaviour of products. We can look at the history of every listing and determine what the average price has been, average amount of sellers on the listing, how well it's selling, and more!



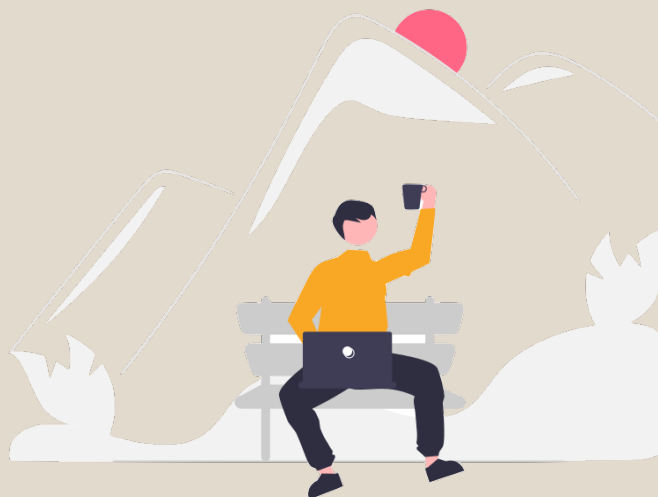
My strategy has always been to make lower margin on fast-selling products than the other way around.

Amazon FBA Wholesale is a game of volume, but we can still make a 20-30% margin profit on our sales.

## Can I do this from anywhere?

Yes, you can! All you need is a laptop, strong internet, and a headset so you can make phone calls. You are simply calling wholesalers, distributors, and manufacturers in the same country you are looking to sell products.

After you purchase products from the supplier, we send it to a “prep centre”; a shared warehouse that inspects and prepares our products for Amazon.



Once fully inspected and ready for Amazon's warehouses, we send them to Amazon and they take care of the rest – picking, packing, shipping, returns, and customer service.

The only thing you are in charge of is finding good product opportunities and good suppliers that have those opportunities. After that, it's simply connecting nodes and waiting for Amazon to sell your products.

## Why is Wholesale a great model?

- It only takes 2-4 weeks from finding a good product to having it in Amazon's warehouse
- No import/export headaches – buy and sell domestically
- Fast ROI – make the money you invested in products in 3-4 weeks
- No marketing and advertising! Simply meet the demand of big-brands that are already selling

I hope this guide has opened your eyes to this great business model on Amazon (any Amazon around the world) and how this is the easiest and quickest way to make money on the Amazon platform.

If you're interested in getting started quickly and learn from my experience so you can avoid making the same mistakes I did, explore the links below and I hope to see you in our private community!

**My Online Workshop**  
[www.nickmilani.co](http://www.nickmilani.co)

**My 1-1 Coaching**  
[www.amwsellers.com](http://www.amwsellers.com)

I remember after about a year of starting, the one thing I kept telling myself was that I wish I started earlier. So, my question to you is, “if not now, then when?”.

Feel free to send me a direct-message on social if you have any questions or comments. You can find me on Instagram and TikTok: [@nickynickster](https://www.instagram.com/nickynickster).

All the best,

-Nick Milani