

Retail empire

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Brief

Retail Empire is the fastest way to get your products online to 1000's of stores all over the USA.

Talor Ofer | Creator of Retail Empire

My name is Talor. I have been selling products to retailers since 2005. When I was living in China and producing for Walmart and for Costco, I was a part of a group that sold millions of \$ worth of merchandise to retailers in the USA. During those years I worked with various product lines: Outdoor gear, Electronics, Apparel, Cosmetics and more. We sold to over 60 different retailers - Kate Spade, Urban Outfitters, Anthropologie, Free People, William Sonoma, Target, Bass Pro, REI, BCBG, Crate n Barrel, T.J.Maxx, Ross and more. I then started teaching vendors, mainly those who sell on Amazon/eBay and Shopify, how to sell their products to the big boxes, the department stores.

Who is Retail Empire is for?

I found myself doing many different categories: Beauty & Cosmetics, Toys, Hydration, Home Goods, Textiles, Shoes, Hardware, Tools, Furniture, Outdoor & Gear, Accessories and Tech products.

Every company or person who wants to sell to department stores can approach me and learn how to do this so that they can have their very own Retail Empire.

Who is this for? Ecommerce, Amazon, eBay and any online or another offline platform vendor. Basically, everyone who wants to sell their products in big figures.

Opportunity: Amazon is tiny compared to having this model

What is the big opportunity here?

Well, just think about hundreds of retailers in the USA, and target your first 3-5 retailers out of at least 100 in your category. You will find during this process that there ARE 100, if not more) because each retailer usually holds between 200 to 4000 stores across the country.

For example- You sell 3 SKUs to 3 retailers, that's really even less than the minimum you can expect.

And they sell it in 1000 stores. That would be 3000 units if they would sell all 3 SKUs every day, so let's take a non-optimistic forecast, saying they would sell only 1 SKU every 2 days. That means 15 units per month in each store. Let's take a very low forecast saying they would sell them in only half of the stores –like 500. This means you are going to sell 7500 units a month, and that's not even close to what they can actually sell!

I've done this time and time again

Let's talk about actual success stories. Back in 2016, I was leading a company named Triple C Designs selling in over 60 different department stores. While their revenue increased from \$1M per annum up to \$3M in 2017. Check out their home page and scroll down to see a partial list of retailers they work with. Next, I was working with a company in NY called Denim Central. They ended up selling at Lord & Taylor, Macy's, T.J.Maxx and Burlington. Since they did so well they also recently signed with LALA Anthony to produce ALL her garment lines. This generated some out of the ballpark figures, beyond 7 figures to be exact. I wish I was allowed to share the real number, while it's confidential, you can imagine what numbers we are talking about here.

Another Flashlight/headlamp line of products started its process very recently and moved rapidly towards 7 figures and beyond. They learned the process quite fast and sold to Basspro, REI, EMS and they are heading to Dick's Sporting goods as well!

Engagement:

A period of 6 weeks based on flat fee.

A separated commission shall be involved in cases we do the actual sales for you.

10 main modules

Module 1: Why going offline? Once you understand clearly the huge potential on that, you will have 100% of the energy and wiliness to start over!

Module 2: Product focus + Categories + Research + Unboxing – These are the first steps knowing that eventually someone on the other side will see what you have, and we shall make sure you have it ready to be confirmed for ORDERS. We go deep into details to make sure our offer is going to be ACCEPTED for sure!

Module 3: Competition + Pricing – this is a part of the ‘going deep’ process. I will teach you how to find your competition very fast, how to define their pricing, and most importantly how to price your products according to market trends.

Module 4: Suppliers and Quality - You want to have a strong back up for this process. I will teach you how in a very simple method you can achieve better quality, better prices and a stable relationship with your supplier. even in terms of a credit line. I did this for years when I lived in China for 7 years and after. This part alone can save you a fortune on your buying side!

Module 5: Production & Logistics – again, doing things correctly and with the proper links, you will pay less and get more. I am seeing daily, people who have a lack of information and therefore paying much more than they should. Over the years I have managed to save companies hundreds of thousands of \$\$ through this stage.

Module 6: Branding – One of the keys to success. There are a few principles in branding that makes your ‘story’ around the product a very interesting one. A story that can catch the eyes in seconds. This is crucial as we are all living in a very fast decade when decisions are made very very fast, and mostly based on appearance. You can have the greatest product on earth, but if the branding isn’t overpowering, people wouldn’t notice it and you will miss opportunities.

Module 7: Packaging and Visibility – This whole session shall all be focusing on how your products should be presented in department stores. There are few quick adjustments that can be done with ANY product, to make it speak for itself. While online you might be selling with a simple box or even a polybag, whereas in the department stores things are little different.

Module 8: Marketing and Sales + Briefs – How to create the exact text that would make the other side say: “Hey, I want to hear more”, or “WOW, I want to see a sample of this”. There are a few forms I have built during the years. I have tested all of them. Now I can confidently tell you what works the best 100%, leading you to the results you want: Selling your products to retailers.

Module 9: Finding key persons – Now that’s my favorite part! People frequently tend to think they need to go online and fill all those forms for new vendors for the desired retailer. That’s one of the biggest mistakes! There are other methods, much easier, and more efficient, to contact the right persons and get feedback before you even fill 1 out any paperwork. I shall also teach you exactly who are you looking for, who the right person is to contact and how.

Module 10: Enlarging and Expanding - New retailers + TV / Funnels / Boxing / Big drop flash channel – Besides department stores, I strongly recommend approaching other channels. The ones I mentioned here are very good to approach, and we shall see in this session who they are, what your options are, how they operate, and again – how we get to sell to them.

Bonuses

In this stage, I am going to give you something that NOONE never ever gives or shares. I am going to equip you with actual real contacts that you can reach out to, to give you a strong first kick-off for your retail empire business!

I will share with you appropriate contacts relevant to your category from a list I have built myself over many years.

This is an unbeatable value. This information is worth 1000’s of dollars.

Frequently Asked Questions

Q- I have only 1 product and it is not a unique one. Is this process relevant for me?

A- Absolutely. There would be some work around it, and you will need to put some efforts and follow the sessions. There is a certain part that I explain and couch quite a lot exactly about this question and how to solve it and sell the big boxes.

Q – Can I do this if I do not have sufficient cash flow?

A- Yes. A factor is a solution & we shall discuss this in our sessions.

Q-How long will it take me to get my products in retail?

A- All sessions are recorded in a way that you can review them anytime it's comfortable for you. So it depends how much you dedicate from your time to this process, but if you put proper efforts like a dedicated hour or 2 every day, then it is going to be very fast!

Q- Are there big expenses involved in the process?

A- Not at all. Actually, parts of the process teach you how to decrease your costs! And also during the process, I am providing you with links to anything needed, at a very low cost, i.e branding/packaging/imaging and so on.

Q- If I don't have a US company, but I want to sell the US market, is it relevant for me?

A- defiantly yes. You will need to have some adjustments but you should know: many foreign companies are ALREADY selling retailers in the US.

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Q- Is the process only valid for selling big boxes, or there are other channels it can be used for?

A-There are many other channels. What you learn here can be used for TV shows, funnels, flash sites, big drop-ship companies, and even media companies. During the coaching, I also present a few of these different channels.