

# WHOLESALE GUIDE

Duran Central Pharmacy



# PURPOSE

The purpose of this guide is to share our knowlege of the retail business to help vendors forge new connections, and to promote successful relationships with potential vendors & Duran's.

Duran's gift shop has relationships with over 600 vendors, big and small, and this guide may help you become one yourself!

***In order to have the opportunity to be a wholesale vendor at Duran's, the appropriate materials and forms must be completed. You can find them at the end of this guide.***

# WHY WORK WITH US?

- We're a multi-faceted local business with **high daily foot traffic**.
- Our customer base values **authenticity, craftsmanship, and story-driven goods**.
- We actively promote our vendors through **in-store signage, social media, and events**.

*Duran's receives dozens of wholesale inquiries a month.*

*Please be patient as we look through your submission.*

*Submitting your information to us does not guarantee a response. If we do not respond to your submission, you are welcome to resubmit your information after six months.*

# WHOLESALE APPLICATION

Interested in applying to be a Duran's wholesale vendor? Navigate to <https://duransrx.com/shop> and click the form link at the bottom of the page. Before filling out the application, please be sure to have:

- Reliable contact information
- Line sheet (with images and details of products, including Minimum Order Quantities)
- Tax information (State Tax ID)
- Wholesale price list
- Pertinent online ordering links, like Faire, social media, or your website.

*Please understand that we receive a lot of requests. Filling out the form does not guarantee a response - if you don't hear back from us, you can resubmit your inquiry in six months. Thank you for understanding!*

# WHOLESALE PRICING

Wholesale pricing structures vary depending on industry and product. However, a common structure is that wholesale price is half the retail price. Minimum purchase quantities make the wholesale structure “worth it” for the seller.

Example:

- A potter sells their mugs to customers at the Grower’s Market for \$20/mug
- The potter should sell their mugs to a wholesaler for \$10/mug, so the wholesaler can match the standard retail price of \$20/mug

## **Wholesale structures:**

**Volume-Based Pricing:** The more units a buyer purchases, the lower the price per unit. This encourages large orders.

**Tiered Pricing:** A pricing structure with different levels, where larger quantities come with increasingly larger discounts. For example:

- 1-10 units: \$10 per unit
- 11-50 units: \$9 per unit
- 51+ units: \$8 per unit



# LINE SHEET

A concise and organized product catalog or visual guide that includes product photos, descriptions, pricing, and other key details, like sizes, colors, and minimum order quantities.



**Name:** Rainbow Mug  
**Color:** Rainbow  
**Materials:** porcelain + food-safe glaze  
**Wholesale price:** \$15  
**MSRP:** \$30  
**Other details:** handmade, dishwasher safe



**Name:** Scented Candle | lavender  
**Color:** White in brown glass jar  
**Materials:** Soy and essential oils  
**Wholesale price:** \$12  
**MSRP:** \$24  
**Other details:** MOQ: 12



**Name:** Earrings  
**Color:** silver + teal  
**Materials:** silver + beading  
**Wholesale price:** \$24  
**MSRP:** \$48  
**Other details:** Comes on cardboard backing, hangable

# ORDER MINIMUMS

Many wholesalers set a minimum order quantity (MOQ) to ensure that it is worth their time and effort to fulfill the order. For example, a MOQ of 100 units means a buyer must purchase at least 100 units to access wholesale pricing.

Please include any MOQ's on your line sheet.

# PAYMENT & TERMS

**Payment Methods:** Specify the payment methods accepted (bank transfers, credit cards, PayPal, etc.). Include what fees may be involved for certain payment methods.

**Payment Terms:** Outline payment deadlines (e.g., Net 30, Net 60), discounts for early payments, or penalties for late payments.

## **Invoices:**

Each invoice should include:

- Your business name and contact info
- Invoice number and date
- Product list with pricing and quantities
- Total due and payment terms
- Shipping cost/freight

# SHIPPING & DELIVERY

## Shipping Methods

- **Preferred Carriers:** USPS, UPS, or FedEx are all acceptable.
- **Tracking Required:** Please provide tracking information once the order has shipped.
- **Insurance Recommended:** For fragile or high-value items, please insure your shipment.

## Product Condition

- All items must arrive **clean, intact, and retail-ready**.
- Damaged or defective items must be replaced or credited within 14 days of delivery.
- Perishable items must be delivered with appropriate temperature control and marked accordingly.

If you're a local vendor and wish to hand-deliver:

- **Coordinate in Advance:** Email or call us to set a delivery time.
- **Label Clearly:** All boxes or bags must be labeled with your business name and contents.
- **Delivery Window:** We prefer drop-offs during weekday mornings (before 11 AM) when our staff can assist with receiving.

## Delivery Hours:

Our delivery entrance is on the west side of the building, please do not enter through the front for deliveries.

Monday–Tuesday | 9:00 AM – 4:00 PM

Wednesday-Friday | 9:00 AM - 6:00 PM

*Please avoid deliveries on weekends unless prearranged.*