

Unikat Polish Design Watches

Wholesale Products Poland
www.wholesale-products-poland.com/watches



Pocket Watch Marketing Guide

The Opportunity

A plan with significant income and growth potential for either an existing businesses to increase its income from its developed operation or someone who wants an easy to start low investment, low risk, home business

Features

An Easy Way For An Established Business To Add A Fast Moving Product

A Simple Way To Start A Business With Low Start Up Investment Costs

Low Inventory And Low Storage Requirements

Fast Delivery For Inventory Reload

Easy To Establish Market Niche

Make Money Selling Wholesale And Retail

Part Time Or Full Time

Pursue OnLine And/Or Offline

Broad Customer Base

Low Operating Costs

Easy Shipping

The Product

High quality, attractive, niche market pocket watches that can be sold as is or be modified by adding logos, pictures or regional information. See [Unikat Polish Design Watches](#) and [Company Gifts With Logo](#)

Why An Established Business Should Consider This Product

This is a fast way to add an additional stream of income to your bottom line.

The watches are fast movers, attractive in their own right, and when they attract customers and hold them at the counter, generate sales of other products even if the customers don't buy a watch.

You order minimums a low so your risk factor is low as well. And with the markups as high as they can be on these watches, there is a lot of room to run promotions and still make a good profit.

Why A Start Up Should Consider This Product

This is a low risk, easy entry, easy exit, scalable, high profit potential, broad market, flexible time requirement business opportunity. That is not something that can be said about most ventures. As you read through the information below, you will see why this is the case.

Retail And Wholesale Sales

Anyone selling these watches at retail has a significant profit potential. There is even a greater profit potential for someone who sells them wholesale.

In that most retailers are reluctant to get involved in importing, and would rather buy product that they can see from someone they see, you can build a network of business buyers who, once you get established, are likely to buy from you regularly.

And once you establish a relationship with them, the sales process becomes very easy. You spend most of your time expanding your network, and with it the amount of money you make each month.

The Market

These watches are especially appropriate for the collectibles and gift markets. And within those categories, there are many market segments that you can target.

Specialty Market

Because you can offer custom designed watches, you can establish a niche through specialty sales. Information about these watches is at [Company Gifts With Logos](#)

Corporate Gifts

The corporate gift market is large and regular. Corporate gifts include gifts to be given to clients as well as to employees. Watches can be customized with company logos or other pictures or paintings. They can be specially boxed with a corporate logo.

During the selling process, companies should be informed that they can also order stock watches to be given as gifts and need not take the extra effort to end their logo

Organization Collectibles

Offer watches with a depiction of the organizations central theme, group herald or noted images. For example, some groups might like to have a picture of a sailboat, a car, a motorbike, or an animal. These watches can be used as organization fundraisers.

Regional Souvenirs

Offer watches with images of scenery, buildings, monuments related to the region where the watches are being sold. If you go to this [example page](#) you will see a stamping of the Eiffel Tower requested by one watch distributor. You can have a stamping or a painting..

Event Souvenirs

Offer commemorative watches that have information embossed, painted on the cover or dial. Events include, but are not limited to, major sporting events, championship matches, conventions, concerts, or any other major gathering where people might be interested in purchasing a souvenir.

General Market

In this section we cover various points of sale and some of the ideas about the market in general.

Gift Shops

Gift shops take many forms. You will find gift shops at hotels, airports, railroad stations, bus stations, tourist areas, small-town centers, and shopping malls just to mention a few.

There are gift shops online and off-line. Some of the gift shops specialize in gifts for men, gifts for communion, gifts for weddings, gifts for women and so on.

Not only do the standard watchers fit into these shops, but you have the opportunity to ask the proprietors if they wish to have a special watch cover made according to their specifications.

Checkout Counters

Restaurant owners, truck stop owners, and other retailer establishments can, by putting a display case at the checkout point, take advantage of the attractiveness of these watches. Add a small sign saying, "Do you need a gift for someone?"

Jewelry And Watch Stores

These high-quality watches fit well in most jewelry and watch stores. People go there to buy something interesting. These watches are definitely interesting.

Kiosks

Whether in shopping malls or outside in tourist areas, a display of these pocket watches attracts customers to buy watches as well as customers to buy anything else at the kiosk. So they are particularly advantageous to the kiosk owner.

Fairs / Outdoor Markets

These locations are typically high traffic areas for people ready to make an impulse buy.

Garage And Estate Sales

People go to these events ready to buy. When you put watches at one of these events you have the mixture that makes money. And that mixture is people ready to buy, a fairly large volume of traffic, and a unique impulse buy type product.

We know of one distributor who sells only on weekends at garage sale type events. He sells several hundred watches per month.

Religious Gifts

Watches are available with religious figures and paintings on the covers. They are appropriate for name day gifts, Communion gifts, baptism gifts, and any other occasion where a religious motive is appropriate or would be appreciated.

How To Display

Our data shows that a 15 watch collection of different designs, in either a black or white display box, is most effective when placed in a monitored or glass covered location where the client can look closely at the details of the watches.

The watches are small, high value items, so you are encouraged to keep at least a piece of clear plexiglass over them.

When shown in a glass case, such as in a jewelry shop, hanging the watch on a vertical jewelry display stand works well.

Entry Costs

Your basic costs are first for a sample pack to check quality, and then for an initial stock. The costs for the sample pack are at [Watch Samples](#) and for a price list for your initial stock, send email to inquiries@wholesale-products-poland.com and please specifically ask for the pocket watch wholesale price list.

Profit Potential

If you take the price list that you get when you send e-mail to us, and compare the prices in

that price list to the retail prices for mechanical pocket watches a shopping networks such as Amazon.com, you'll see that there are very high markups between what you pay and what other pocket watches are sold for online.

The fact of the matter is, that the online sales prices, and sometimes quality, are depressed as compared to the price that you can get from the customer who can see touch and feel the watch.

And even if you sell at prices similar to what they are sold on Amazon.com, you will see that there are significant markups.

It is then up to you to balance your price against the volume that you will sell and given price points.

Sometimes you can make more by selling at a reduced price. But other times you can sell just as much at a higher price and end up with a higher profit.

This is particularly applicable if you're selling into the collectibles market or at a tourist location where people are under self imposed pressure to buy gifts for someone back home.

If you approach this as a wholesaler and develop a network of small sales points, each of which sells a fair number of watches each month, you should be able to develop a significant income from a business that requires little hard work.

How To Get Started

Step one is to get a sample pack so that you can check the quality and do some initial presentations to potential clients to get a feel for your ability to sell the watches the way you intend to sell them. This also gives you the opportunity to learn the ordering process and to fully understand the watch business itself. [Watch Samples](#)

Step two is to order your initial inventory. See [Inventory Recommendations](#)

We recommend that you get at least 15 different watches to display. The more choices you give people, the longer you keep them looking and the more likely they are to buy. As you grow, you will find that having two 15 watch display boxes, side by side, containing a total of 30 different watches draws even more people and makes more sales.

Receiving Your Order

Watches are shipped from Warsaw, Poland via UPS or Express Polish Post. Being produced to order, with a production time of 30 days, delivery time can be up to five weeks IF preloaded inventory is depleted during busy times. Baring that, watches will be packed and shipped

within 3 days of payment. Delivery by UPS or Express Polish Post generally takes only a few days.

Being priced ExWorks, warehouse, Warsaw, Poland, you are responsible to pay duties and any fees. Duties vary, depending on your country, from 0 to 8.5%. You can calculate the duties for your country by checking the tariff table for your country with the HS code 91029900 .

Shipping and handling cost will be estimated at the time of your order with the final cost provided when your order is packed and ready to ship.

Questions

If you have questions or need help, contact us by Email: inquiries@wholesale-products-poland.com , phone: Poland +48 (22) 389 6793 , US 508 471 4462 ,or Skype: polcham

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