

Amazon Inventory Ideas:

8 Ways To Profit with Dollar Store Products

By

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Dollar store merchandise is becoming an increasingly hot topic among sellers, but I see a lot of Amazon merchants selling it the 'wrong' way (and thus not making much profit).

Remember that *most* dollar store merchandise is manufactured *specifically for dollar stores* - it's harder to find 'liquidated' stock that is priced far below retail, in these stores. In other words, at the major dollar store chains (i.e., [Dollar Tree](#), [99c Only Stores](#), etc.) almost all the products are sold to the stores by manufacturers, to be *deliberately* priced \$1. There are exceptions of course.

There are 8 methods I've used to 'win' at selling these \$1 items on Amazon. You can use my ideas, of course. Ideally (although not required), you'll have a scanner setup from Neatoscan.com or FBAScout.com for examples #5 to #7 below, to ensure what you're buying can be profitably sold on Amazon.

- 1) **Let it 'season'** - A great example is \$1 puzzles in the toys section. Go into a dollar store and scan 5 different 'themed' \$1 puzzles (i.e. Disney Princess, Marvel Spiderman, Disney Cars, etc.). Chances are they are selling via Amazon FBA for \$3 to \$8 (thus, in my opinion, not much \$ profit for the effort). But in a few months, those puzzles will have sold out of all the major dollar store chains. Within 1 to 3 years they'll be 'hard to find' *from the buyer's point of view* and thus they can sell easily for \$10 to \$15 each. I see this happen a lot (think: Little Johnny is searching Amazon for a Batman puzzle he *doesn't have yet* and he finds 'that one'). My examples of originally-\$1-priced puzzles that sold for 12x to 15x more are [here](#) and [here](#). I know 1 to 3 years may be a long time to wait but if you should be diversifying your sources of products and you have the space to store inventory, 'seasoning' is just one of many online selling strategies you can use to make bigger profits.
- 2) **Bundle it** - A big mistake many Amazon sellers are making are showing a picture of 3 to 5 different puzzles and then they tell you (the buyer) *'it's our choice which one we send you'*. Who wants to order Disney Princess Ariel for their child and then get Disney Princess Belle instead? [Here's where you can win](#): Create your own dollar store bundle of Disney Princess-themed puzzles: 1 'Belle', 1 'Ariel', and 1 'Cinderella' (or whatever). That's \$3 plus tax for you. [Create your own bundled Amazon.com product](#) at \$15.99. To do this, you'll have to buy your own unique UPC code from a company like BarcodesTalk.com for \$10 or less, to assign to the bundle. (*Note: You may be tempted to use the existing UPC code on one of the 3 puzzles (chances are, all 3 of the 'Princess' puzzles will have the same UPC code anyway), however that is against Amazon policy.*) When you are creating your product listing, you will also need to upload one (or more) picture showing all 3 puzzles. Then replicate that bundle 10 times (hence spending \$30 plus tax). Then package the 3 different puzzles together as one product (stretch-wrap or bag them)

and process and ship to Amazon FBA. Your profit on a \$3 spend (each bundle) will be about \$9 (200% ROI).

I know the above sounds a bit laborious but you have to get creative to profit with dollar store merchandise.

- 3) **Replicate the above examples (#1 and #2) with the \$1 jumbo coloring books** - ('major themed' ones, i.e. Disney Princess, Winnie the Pooh, Batman, etc.) sold at dollar stores. They'll eventually go 'out of print' as well and will become harder-to-find, and thus higher-in-demand, when the dollar stores are sold out of a specific coloring book.
- 4) **Capture Holiday demand** - all the above isn't necessary during Holiday shopping season. The puzzles you pick up now at the Dollar Store will LIKELY sell for \$9.99 and up via FBA. (On Amazon, a \$10 puzzle will make a great inexpensive stocking-stuffer for an Amazon.com shopper). Almost all prices 'lift' and what's selling for \$5.99 now will likely be sold for \$9.99 or higher during 11/26-12/15 or so. That's an ROI of 350%+ per \$1 puzzle.
- 5) **Replicate the above examples (#1 and #2) with \$1 'health and beauty' items** - find major brand names of cosmetics (i.e. Lora'l) and package them 5-to-a-bundle. Just remember to sell them on Amazon for at least 3x your total cost for a 5-item bundle. If you're unsure it will sell, don't buy out the whole store - just test it by spending \$10 to \$15 on the items
- 6) **Scout for media** (Books, Cds, DVDs, etc.) - These items are harder to find but worth looking into. Many dollar stores sell out-of-print media. If you are going to search for profitable ones to sell on Amazon, definitely get a scouting tool such as Neatoscan.com or FBAScout.com. Most of the media you'll find won't be profitable for reselling on Amazon, but there can be some hidden gems that can bring \$5 to \$10 profit each.
- 7) **Find 'older' dollar stuff elsewhere** - this follows the logic in #1. Look for dollar store toys (i.e. themed puzzles, themed party favors, etc - Disney, Batman, Spiderman) at thrift stores, yard sales, and closeout stores that get these as 'donations' and thus (typically) price them for *less* than \$1 each. Not only will the merchandise you find likely be OOP (out-of-production), it will also likely be nonexistent at dollar stores and thus harder-to-find, thus with lesser seller competition and, ultimately, with the ability to command a higher price from buyers. As indicated in #1 (above), my examples of originally-\$1-priced puzzles that sold for 12x to 15x more (even used) are [here](#) and [here](#).
- 8) **Make the dollar store stuff come to you** – Place a 'wanted' ad on craigslist.org for any sellable toys(not just \$1 stuff). For instance, ask for new or like-new puzzles still in their original box and 100% complete, and tell folks you'll pay \$.50 each (or whatever you feel like paying). You'd be surprised at the # of takers who want to unload their kids' closets, and they'll be ecstatic to discover someone who will pay them for it.

I hope you enjoyed this guide. Happy selling!

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If you liked this free guide, you'll love my new e-book, '101 Toys & Games You Can Buy Locally and Sell for BIG Profits on Amazon'. Just [go to:](#)

