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What stores sell alex and ani bracelets

If you have a product to sell and you think you are ready to play with the big kids, it might be time to approach Walmart to see if you can get your merchandise on its shelves. If you already have had sales success with large retailers, have positive customer feedback and a sought-after product with effective packaging, Walmart might decide you're in. The retail giant offers national or local distribution, and each of them has its own set of requirements. Assess your finances and distribution capabilities. If you are accepted into the national Walmart program, you could find that you need to ramp up production and distribution quickly and on a large scale. Walmart will require that you prove your financial strength first. The buyer uses his expertise and knowledge to forecast how well your product will sell, and then he works with you to determine if your manufacturer can handle the volume and if you can handle the upfront cost. Go to the Walmart corporate website at corporate.walmart.com. Click the "Suppliers" link at the top of the page, the "Apply to Be a Supplier" link on the left sidebar and then "Product Suppliers" from the menu that drops down. Use the information found on the page to assess your business capabilities to ensure that you can handle all of Walmart's supplier requirements. You will be asked to acquire universal product codes for all of your products, obtain a credit report on your company, comply with Walmart's food safety audits, if applicable, and product safety quality assurance testing. Purchase the appropriate technology so that you can participate in electronic data interchange and security source tagging. Contact your insurance company to ensure you are eligible for all of the insurance that Walmart may require. Click the "Apply" button at the bottom of the page. This should take you to Walmart's retail link website. Select your country and the country you want your products distributed in on the retail link page. Read the agreement carefully and then click the "Agree" button. Fill out the form with all necessary information about your company and your products, upload digital images of your products, and then click "Submit." Wait for a response from the Walmart buyers. If they are interested in your product, you may be required to go to the corporate headquarters in Bentonville, Ark., to give a 45-minute presentation about why your product would be a good fit for its stores. Choose the local Walmart that you would like to see your product in. Contact the store's manager to arrange a meeting. Demonstrate to the store manager why your product would be a good fit, that you have the ability to keep up with demand and that you have proven product that consumers already show an affinity for. Wait for a response from the Supplier Administration group at Walmart. If the local store manager does think your product is a good fit for his store, he sends your information up to the group to get the process started. If you have any questions about the process while waiting to hear back from Supplier Administration, contact the store manager directly. Fill out the questionnaire sent to you by the Walmart Supplier Administration group, and return it as quickly as possible. If your information passes muster with them, they will pass it along to the buyers responsible for selecting merchandise for that particular store, and you will hear from them with more information about how to proceed. Tips If your company produces books, CDs, magazines or tapes, you should not fill out the online form when applying for the national program. Call 1-800-999-0904 instead to get more information. Warnings If your product is not already patented, you might want to get that taken care of before you apply to any Walmart program. Walmart clearly states on its retail links site that you may lose some of the rights to your product if you put it in the Walmart program without a patent. If you are unsure of how to proceed, consult your attorney. Handmade jewelry attracts customers who like wearing fashion accessories different than the everyday selections at major department stores. Handmade jewelry features precious metals and bead work, and often costs more because of the time it takes to produce individual pieces. Whether you make jewelry yourself to sell, or sell handmade jewelry on behalf of an artisans co-op, you can find local and national retailers looking for handmade jewelry by searching online and knocking on doors. Take high-quality photographs of your handmade jewelry inventory and design color brochures. You can design professional-looking marketing materials using desktop publishing software. Brochures must include detailed product descriptions, materials information, your business contact information and your website address. Take the desktop publishing files to a local copy shop to print a small number of brochures or to a local printing company if you need to print a larger quantity. You can also use the brochure templates provided by an online brochure printing company. Make a website to market your jewelry. You can setup a one- or several-page website using a blog platform and include photographs of your jewelry, product descriptions and your contact information. You can also add a form to your website that allows interested buyers to contact you with questions. You can purchase a custom domain name for about \$10 a year, as of July 2011, depending on the domain name provider. Browse the Internet for online retail stores that sell jewelry that looks like the jewelry you make. Contact stores by email, especially when a store's website includes a special contact email address for product vendors. Include a link to your website, your contact information and a price list, if requested. Visit retail stores in person. Knocking on doors, a traditional selling method, can help you get the word out about your jewelry. Pack samples of your jewelry and take them with you for when you get immediate interest. Ask to speak to the person in charge of buying, or the store manager, and always provide those in charge with brochures. Dress to impress on sales calls, which includes wearing your handmade jewelry, so that store managers and buyers can see your work right away. In some cases, you may be able to gauge reactions if potential buyers take an immediate liking to your jewelry. Make follow-up phone calls. Call the retail store buyers that you visit, especially those who express an interest in your jewelry, but are not ready to make a decision during your initial visit. To make follow-up calls less nerve-racking, ask the buyer's permission to follow-up with them during your initial visit. You should, however, make follow-up calls regardless of whether you ask for permission, to keep from losing potential future sales. Sell your jewelry on consignment. Although some retail store owners might be reluctant to buy your handmade jewelry outright, some will allow you to display and sell your jewelry to their customers for a percentage of sales. Terms of consignment arrangements vary and must be negotiated with the store owner or manager. Rent exhibit space at an artisan's trade show and show your best original work to store owners. Retail stores that specialize in handmade jewelry such as boutiques, jewelry stores and museum shops, send buyers to such shows to make connections with artisan-vendors. Artisan trade shows are generally closed to the public and buyers must present professional credentials as retail buyers to gain entry. Buyers Market of American Craft says that buyers interested in purchasing your handmade jewelry must submit documents stating their interest in your products to trade show administrators, rather than purchase the jewelry at the show. The documents provide you with the information you need to arrange private sales meetings with the buyers in your workshop or showroom. Anyone who is online shopping today has lived long enough to see the fall of the great American shopping mall. Retailers are closing more than twice the amount of brick-and-mortar stores than they're opening. Though e-commerce is clearly a favorite among modern shoppers (just look at Amazon CEO Jeff Bezos's insane net worth), some major retailers can still boost the popularity of your brand if you manage to land a product on their shelves. Target has managed to outlive the retail apocalypse, and they actually have an open call for potential suppliers. It's not a matter of who can figure out Target's merchandising contact either. The brand wants to give access to not just suppliers with privilege but to small business owners who have had to pull themselves up by their bootstraps. If you want to get your product stocked in Target stores, you need to make your Target vendor application impressive. You don't need to reach Target's merchandising contact to get your product stocked in stores. The company has an online portal with a vendor application. All you really need to do is go to their website and fill it out, but there are strict rules you must follow before the brand will place the first order. To be a Target supplier, you have to follow some of the brand's major rules. This is all written in their terms of service, and the information can be found on the retailer's website. The brand also has certain social compliance standards, product safety and quality assurance standards and standards of engagement that all vendors must follow. Target's social compliance rules, for example, follow a strict set of labor and human rights policies. They want to make sure their products don't come from sweatshops that exploit workers in third-world nations or use metals and minerals sourced from conflict-laden mines. All vendors have to go through a comprehensive responsible sourcing audit. Vendors have to be able to do a couple of things before they can work with Target. You must be able to use an electronic funds transfer with the company's accounts payable team if you're a domestic partner. You have to use electronics data interchange to receive purchase orders. In other words, Target will not use a paper purchase order. It has to be processed electronically, and you must also consider joining Target's drop-shipping program. The last step in getting your products into Target is to fill out a Target vendor application. You want to make sure that your product has a competitive margin that will make both you and Target money. You also want to be able to prove that this is something customers want. Include sales statistics in your pitch. If they allow you to attach additional documents, you'll want to include a sales sheet that has product images, ordering information, customer testimonials and pricing information. If you can land an actual meeting with Target's buyers, this is where you can show off your product in person. Target supplier diversity is a huge deal to the brand. They have a specific program to help stock goods created from diverse suppliers. They've partnered with organizations like the National Minority Supplier Development Council, Women's Business Enterprise National Council and the National Gay and Lesbian Chamber of Commerce to help meet their initiatives and provide diverse supplier relationships. If you are a member of a minority group who is looking to get your product stocked in Target stores, you may want to reach out to one of their partners after you fill out a Target supplier application. what department stores sell alex and ani bracelets. what store carries alex and ani bracelets

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