

CH A

N G E

Stage 5

Business Plans (Part 3)  
White and Private  
Labelling

## Setting Realistic Goals

As with other online businesses, you establish a long-term plan for your business with incremental time-gated goals. However, you should have greater tolerances due to the customised nature of the White and Private Labelling business model. When establishing a business of this kind, you may hit hurdles such as issues with suppliers and the logistics of storing and getting them to your customers. This can hamper delivery time and is a factor you can't always control. Building a flexible plan for these setbacks is the best course of action. You should also allow for an extended period of product research compared to other e-commerce businesses due to your products being made to order and branded. Do deep-dive research into your competitors and the current state of the market you have an interest in.



## Long-Term Goals and Budgets

Long-term goals allow you to plan and develop your business over an extended period. By identifying key performance targets, you can prioritise tasks and focus on areas of the business that may need more time. You must also set a budget for the business and refrain from overspending. Your budget will inform initial investment, packaging, shipping, stock levels, and Ad campaigns. You can always adjust your budget later when your products find success. Your goals and budget will shift over time, and you can also change them if you plan to add more product lines or expand the brand in the future.



## Creating Content

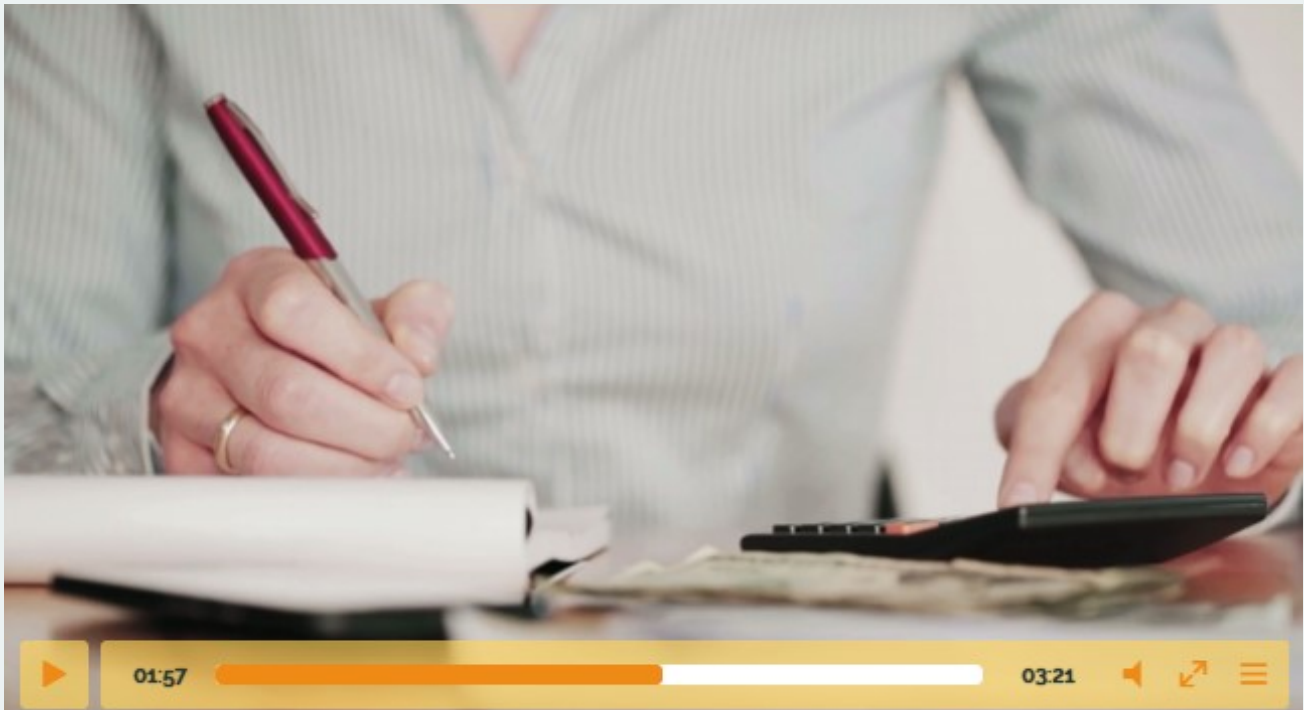
Creating marketing content for your White/Private Labelled products must be completed to a very high standard. This content will represent your brand and directly impact the perceived value of your products. Having professionally curated content will help you mould the identity of your business, separate it from the competition, add value to your products, and authenticity to your business. Hiring professional photographers and videographers is a must, and it is worth considering hiring professional modelling services for certain products.



## Business Plans (Part 3) White and Private Labelling

Due to the customised nature of products in White and Private Labelling, you should build your business plan flexibly. It also incurs upfront investment which has a more significant impact on your budgeting. This E-Book provides advice on what to consider when laying out your White and Private Labelling business plan.

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