

# DO'S AND DONT'S OF *Private label*

This basic guide is to help you best define your strategy for creating private label products. We want to make the process as easy as possible for you by removing the barriers to getting your first product developed.



## Do's

- Do research and choose a reputable private label manufacturer that has experience in your product category.
- Do create a unique and appealing item that sets your product apart from competitors.
- Do provide detailed specifications and instructions to your manufacturer to ensure your product is produced to your standards.
- Do consider the target market and price point when designing your product.
- Do make sure to follow all approval processes
- Do maintain open communication with your manufacturer throughout the production process.
- Do create packaging and marketing materials that reflect the quality and uniqueness of your product.
- Do offer excellent customer service to build customer loyalty and increase brand reputation.
- Do continually evaluate and improve your product based on customer feedback and market trends.
- Do comply with all regulatory and legal requirements for your product category.
- Do offer environmentally responsible options
- Do inquire about the status of audit for overseas factories
- Do trust your manufacturer

## Dont's

- Don't choose a private label manufacturer solely based on price. Quality should be a top priority.
- Don't copy another brand's product design or packaging.
- Don't assume your manufacturer knows your exact requirements without clear instructions.
- Don't overprice or underprice your product without considering market demand and competition.
- Don't skip the testing/ approval process before placing a larger order.
- Don't ignore suggestions from the private label manufacturer
- Don't ignore feedback from customers or dismiss negative reviews.
- Don't forgo sample/ approval phases for sake of time
- Don't overlook the importance of product packaging and marketing materials.
- Don't neglect customer service or fail to address customer complaints promptly.
- Don't stop innovating and improving your product to stay relevant in the market.
- Don't violate any intellectual property laws or regulations when creating your brand or product.