

BUSINESS	SmoooveOperator	MODEL	Wholesale resale of established brands through online marketplaces
SOURCING	Brands, manufacturers, distributors and authorized wholesalers	FULFILLMENT	Independent prep partner, then marketplace fulfillment
WAREHOUSE	None operated. Physical handling is done by third parties	RESALE DOCUMENTATION	California seller's permit on file, provided with account applications
STAGE	Developing. Measured first purchases; repeat orders earned by sell-through	CONTACT	Supplier Fit Check at smooove-operator.com/contact

Purchasing policy

1. **Pass when the marketplace sells it.** Listings where the marketplace itself sells are skipped.
2. **Sell through in 30 to 60 days.** No aging stock, no fire-sale pricing.
3. **Order only our share.** Estimated monthly sales divided by (sellers + 1).
4. **Start small, reorder on evidence.** Reorders follow real sell-through.

Commitments

- Agreed sales channels and brand requirements respected
- Accurate listings in true condition
- Sourcing records kept for every purchase
- Prep and receiving requirements confirmed before shipping
- Direct communication, realistic order expectations, no guaranteed volumes

Direction

Now

Establish the operation: sourcing criteria, purchasing records and a practical fulfillment path.

Next

Build repeatability through observed demand, inventory performance and reliable availability.

Long term

Deepen wholesale accounts and supplier collaboration while improving the systems behind the business.

SmoooveOperator is not affiliated with or endorsed by any marketplace or any brand it resells.