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[Where to Find Wholesale Sterling Silver Festoons and Pendants](#)

How can you put a limit on learning more? The next section may contain that one little bit of wisdom that changes everything.

Silver jewelry is all the rage on a jewelry market that is just beginning to discover its uses. Whereas up until now gold has dominated the market, silver just now beginning to show its potential. As a result, high quality sterling silver is much in demand. This demand makes the competition for low-priced silver great. In order to avoid paying a good deal on sterling silver it is important that that you be alert to the loopholes in the marketplace and know where to look to find these loopholes.

Inevitably, the prices at the jewelry store are not going to be the lowest prices available on the market. Just as with many other endeavors the most prudent choice when seeking to obtain a bargain price on objects with silver festoons and or silver pendants is to look to wholesalers. A wholesaler is a person who sells supplies to a retail outlet. How does this help you save money?

Simple. Figure that when a retailer is figuring out the price of its inventory they do it using a set system. The retail company has to pay good money out of their pocket to purchase the product from a wholesaler. They must then calculate the cost of the product and the cost of the freight to ship the product to their store. Once they have that number they will calculate how much profit they want to make a map product and add that on to the cost. That will give you the retail cost of your product. For example, say that Harry is buying a flat of silver jewelry for his novelty shop from Silver Co. Inc. The flat of jewelry cost him \$100 and there are 25 pieces of jewelry in the flat. Freight costs for the flat to be shipped to his store were \$15. Therefore, the total cost of the flat of jewelry to Harry was \$115.

Here he would then determine the cost per individual piece of jewelry to himself (115 divided by 25, or \$4.60 per piece) and the amount of profit that he needs to make on each piece of jewelry in order to keep his shop afloat. For example's sake we will say that Kerry needs to make \$100 profit from the entire flat of jewelry. This means that he needs to make four dollars in profit for every piece of jewelry he sells. Therefore, even though he only paid \$4.60 for each individual piece of silver jewelry with the consumer unwise enough to show an interest in any one of those pieces of jewelry is going to pay \$8.60 to be able to take it home.

Working with a wholesaler simply serves to cut out the middleman. Let's say that the consumer decides to remove Harry from the equation and simply purchase their jewelry from a wholesaler. Rather than placing four dollars in Harry's pocket the consumer can keep their four dollars and purchase the flat of jewelry for \$100 plus freight rather than \$216. That is a great deal of money remaining in the consumer's wallet.

How can you find a repeatable wholesaler? Hopefully before you are attempting to take the creation of jewelry and other novelties to a professional level you will have come to know some of the other people in the business. Other jewelers and many jewelry shops that sell sterling silver will be able to refer you to a repeatable wholesaler.

About the Author

By Anders Eriksson, feel free to visit his soon to be top ranked Perpetual20 affiliate site: [Perpetual 20](#)

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