

# Fundamentals Guide

Welcome to **The Program**! As mentioned, this is your first guide, where you'll learn the main elements of The Program along with key concepts to keep in mind. Working in the replica resale space sits in a legal grey area. While many people operate in this market, it's important to remember that success is never promised—just like any business, it takes knowledge, proper planning, and smart execution. It's also important to note that selling replicas as if they were authentic is not an ethical practice. That said, The Program is here to guide you through this process in the best and most responsible way, with a strong focus on customer satisfaction. The ultimate goal is to make sure both you and your buyers are satisfied with each transaction. This will help you earn trust, get positive reviews, and grow a strong reputation over time. This guide will walk you through the fundamentals. Even if you've been with us for a while, we still suggest giving it a read as a useful refresher.

## The Program Panel

Since you're viewing this in the Program panel, let's explore its structure and the purpose of each section.

### Receipts and Tools

The main RECEIPTIFIED dashboard provides you with all the tools necessary to resell effectively. You'll be able to use the **Unlimited Generator**, **App Emulators**, and **View Bots** (physicals will be finished and added in the future). All of these resources will stay available to you for as long as you're part of The Program.

### #1 Factories for Bags and Clothing

These sections highlight the main factories producing bags and clothing, which form the foundation of The Program. We've selected and organised a list of the top-performing factories, including short notes on what they're good at and where they may fall short. This helps you choose the ones that best fit your business style and goals.

### Suppliers and Middlemen

With over 800 suppliers listed, this part is vital for both reselling and personal use. Though they're not ranked like our #1 factories, these suppliers form the backbone of the trending items. The middlemen section follows the same format.

## Guides

The section you're currently reading is where we keep all the essential learning materials. The guides are carefully written to give you all the information you need about reselling. They're updated from time to time as new methods and trends appear. There are nine full guides, each focused on a key part of building a successful reselling business.

## Choosing What to Sell

Choosing the right items to start with and managing your inventory can be challenging, especially if you're new to reselling. To help you get started, let's break it down:

### For Beginners:

If you're new, it's smart to aim at getting your first investment back quickly. One of the best ways to do this is with Louis Vuitton **SLGs** (Small Leather Goods), like wallets or small items. They're low-cost, don't need many extras, and have great selling power. Most come with NFC chips, which makes them easier to sell since they closely match the real thing. You can usually sell them for around €200–€300, meaning that one sale can easily make up for the roughly €100 you put in.

### For Vetted Sellers:

If you've been reselling for a while, you can start looking into more expensive products, like **higher-end bags**. In general, the more costly the item, the bigger the profit you can make.

We highly suggest looking into designer clothing too. That said, I won't dive deeper here, because the best clothing to sell really depends on things like the season, what's trending, and other factors that keep changing. You'll find all of that explained in detail in the Discord.

In the end, what you choose to sell should match your experience, how much you're ready to invest, and what the current market looks like. We'll keep you up to date with all of that in the group.

## What Will We Not Sell?

At The Program, we care a lot about making sure your buyers are happy. That's why we will never suggest or support selling certain items that could damage your reputation or hurt the buyer's experience. In particular, we strongly recommend staying away from **replica electronics**.

Selling fake electronics is simply not okay. These products often don't work properly, break quickly, or stop functioning altogether. Even worse, they can be dangerous—some can overheat, catch fire, or cause electric shocks. This puts your buyers at serious risk and creates big problems for you as a seller. Besides safety issues, selling counterfeit electronics can lead to legal trouble, banned accounts, payment holds, and a permanently damaged reputation. It's also one of the easiest types of replicas to get caught selling, since platforms and payment providers have strict rules around electronics. In short, it's never worth the risk.

The Program's goal is to help you become a strong reseller, with happy buyers who trust you. Focus on products that are safe, high-quality, and bring value—don't risk your business over items that can do more harm than good.

## How to Start?

Now that you're in The Program, let's talk about how to get the ball rolling. We suggest starting with a budget of around €250 to €300. This amount isn't huge, but it's enough to get going with a few key items and the basic supplies you'll need to support your initial orders. These include receipts, consumables, and potentially some packaging materials that help you create a more professional image from the very beginning.

If you have more to invest, that's even better—it can speed up the process by allowing you to test more items and restock faster. However, if your budget is limited, don't worry. The Program is built to also support newcomers. With the tools, knowledge, and community you now have access to, even a small investment can be turned into consistent results. The key is to follow the guidance we provide closely and stay active in the channels.

## Understanding the Market

Before diving into reselling, it's essential to understand the structure of the replica market. Not all replicas are made the same, and understanding this early on gives you a huge advantage. You'll hear terms like AAA, AAA+, and 1:1 thrown around frequently, and while these labels are used a lot, many people misunderstand them.

One of the most important things to understand is that the idea of a truly identical 1:1 replica is more myth than reality. Even though there are high-level replicas that can be incredibly close to the originals, there are always differences—sometimes minor, sometimes more obvious. These differences may be in materials, stitching, logos, packaging, or details only visible to experienced eyes. By knowing this, you can avoid being misled by fake promises and instead focus on sourcing from trusted factories that offer consistent, near-perfect quality.

Now, let's break the replica market into three categories to make things clearer: **AAA**, **AAA+**, and **1:1**.

### AAA Quality

This is considered low-tier quality. AAA replicas are often flawed, mass-produced, and very noticeable. They're the types you'll find sold cheaply on platforms like Instagram or Facebook. These items usually have obvious design mistakes, poor stitching, and inaccurate branding. Best avoided if you're serious about building a long-term reputation.

### AAA+ Quality

These are mid-tier replicas. They often look decent to the untrained eye and might pass in casual settings, but they still contain flaws. Fonts may be slightly off, tags might not align with original placements, and chips or serial numbers may not function or be incorrectly placed. They're often used by casual buyers and are common in communities like Reddit's FashionReps.

### 1:1 Quality (and Why It Doesn't Exist)

This is the highest tier you can access. These replicas are extremely close to the original products in terms of look and feel. The factories producing these invest in copying small details—like stitching patterns, tag designs, packaging, and even materials where possible.

Some even deconstruct original products to mimic them accurately. However, it's important to note that even the best 1:1 replica is not truly identical. Differences in raw materials and internal construction still exist, but these are the closest replicas you'll find on the market.

## Why "1:1" Doesn't Exist

The truth is, for something to be truly 1:1, it would need to be made with the exact same materials as the original. While some factories do come close, like using genuine leather or stitching methods, there's no way they're using the same exact materials that the original brands use. So, the idea of a "perfect" replica—something indistinguishable from retail—is a myth. However, with the right approach, including sourcing from the best factories, adding 1:1 receipts, boxes, and perfecting the overall presentation, you can get really close to making your items look indistinguishable from the real deal.

In summary, understanding the different quality levels of replicas will help you make better choices when sourcing products for resale. The concept of 1:1 doesn't really exist, but you can still get pretty close with the right tools, materials, and approach. And that's what we're here for—to guide you through it all and set you up for success!

## Sourcing and Suppliers

Having access to good suppliers is one of the most important parts of succeeding in this business. A reliable supplier can influence every part of your operation—from the quality and authenticity of your items to how quickly they arrive and whether or not they even make it through customs. Inconsistent or dishonest suppliers can lead to serious problems: delays, lost shipments, poor-quality items, and ultimately, negative feedback from buyers. This can hurt your reputation fast, and in this line of work, reputation is everything.

When choosing suppliers, you're not just picking someone to send you products—you're selecting a partner who helps shape your business. You want someone with clear communication, fast response times, a history of shipping safely, and, most importantly, consistent item quality. Many new sellers make the mistake of going with the cheapest supplier they find through social media or forums, only to regret it after receiving poor-quality items or nothing at all.

Inside The Program, you don't need to take that risk. We've done the hard work for you by vetting and verifying suppliers who consistently meet our standards. These are suppliers we've built relationships with over time. Many of them offer value-added services such as product photography, quality checks, packaging add-ons, and flexible shipping options.

Most ship via DHL with duty-free routes to help you avoid customs trouble and import taxes, which can otherwise eat into your profits or create delivery headaches.

In addition, many of the suppliers in The Program work with high-end factories and are in direct contact with the source of production. This means you're not dealing with multiple layers of middlemen, which lowers your risk and reduces your overall cost. Some even offer product previews or packaging options that can help you enhance the presentation of your listings.

The Program gives you direct access to all the best options in one place, making sourcing not just easier, but safer and more scalable. As long as you follow our updated supplier lists and advice, you'll have a solid foundation for your reselling business that saves time, reduces stress, and increases your chances of long-term success.

## What Are the Main Disadvantages? Can I Lose Money?

The replica market, like any business, involves risks. One of the most significant and most common issues sellers face is losing shipments. Whether it's due to customs seizing packages, damage in transit, or courier mismanagement, losing goods can be a big hit to your finances and morale—especially for new sellers still building confidence.

Losses usually happen during the international shipping phase. While local deliveries tend to be more predictable, the cross-border movement of replica items adds a layer of complexity. Customs agencies in countries like the US, UK, and parts of Europe are increasingly alert to replica imports, and they are known to flag packages that appear suspicious.

The risk also grows with the value of the item. A single pair of high-end sneakers may cost five times more than a wallet to source, and that means more is on the line when something goes wrong. That's why The Program recommends beginners start with lower-cost, high-rotation items. These are easier to move, attract less scrutiny, and are less painful to lose if something does go wrong.

That said, our supplier list and shipping guidance aim to significantly reduce your risk. Most suppliers use discreet packaging, well-tested shipping routes, and networks that avoid flagged carriers or delivery services. By sticking to the best practices and asking questions in our channels when unsure, you can learn from the experiences of others and avoid unnecessary losses. The more you learn about logistics and risk management, the better your outcomes will be over time.

## My Supplier Has Receipts with Items? Will It Save Me Money?

It might seem like buying receipts and tags from your supplier is a smart shortcut that saves you time and money. In theory, it makes sense—get everything in one place, avoid the hassle of designing your own, and ship the product complete. However, in reality, most of these receipts are low quality, mass-printed, and not tailored to the buyer's expectations. They are often printed with incorrect formats, outdated logos, or entirely in Chinese, which immediately raises suspicion for European or American buyers.

Many of these receipts are also duplicated across hundreds of sellers, meaning your buyer could recognize it from a past fake purchase or see identical examples on replica forums. Worse, some of the tags and labels provided by suppliers are actually harvested from faulty or rejected items, which further compromises the look and feel of your product.

By using our tools, you elevate your presentation and close more sales at higher prices. Customers are more likely to believe in the legitimacy of your product, and your store will stand out from low-effort competitors using generic materials.

## How to Price Items?

Setting the right price for your items is key to keeping your business moving and your inventory cycling quickly. A well-priced item doesn't just boost profits—it helps build credibility. Price something too low and your buyer might assume it's fake, broken, or low quality. Price too high and it might sit for weeks without any interest. That's why it's critical to take the time to research and adjust your pricing strategy regularly.

Start by browsing listings for the same or similar items on platforms like eBay, Grailed, Reddit, and niche marketplaces. Take note of completed listings to see what actually sold, not just what people are asking. Also observe how listings are packaged—photos, descriptions, wording, and seller reviews can influence price too.

Once you have a solid idea of the going rate, aim to list slightly below that average. You don't need to undercut dramatically. A difference of €10–€30 can make a big impact on a buyer's decision, especially if your item looks more legit thanks to good packaging or receipts. Over time, as your reputation improves, you'll be able to increase your pricing without losing volume.

## What's Next?

Now that you've finished the basics, you're ready to explore the deeper side of reselling. We recommend you explore each guide in the order that makes sense for you, depending on what stage you're at and what challenges you're facing right now. What's next:

- Authentication Guide: Increase your chances of easily passing legitimacy and authentication checks.
- eBay Guide: Discover how eBay works, what to avoid, and how to keep your account safe.
- Finances Guide: Learn how to manage your payments, split accounts, and withdraw funds from your sales.
- Marketplaces Guide: Learn how to manage your offers across various marketplaces to maximize sales.
- OPSEC Guide: Stay safe while reselling and learn how to remain untraceable on the internet.
- Packaging Guide: Learn how to prepare your product using authentic packaging.
- Returns Guide: Manage returns, handle dissatisfied customers, and minimize losses.
- Trends Guide: Learn how to track and follow market trends in the reselling field.

By diving into these guides, you'll have everything you need to continue building your reselling business and of course, step up your resell game.