Article published on April 6th 2012 | Business

Many people think that buying things like clothing, cosmetics etc. from malls or high end outlets is beyond their means because of the exorbitant price tags. However, it is true that buying from such places will burn a hole in your pocket. So how about getting the same things at a 60% discounted price. You may find it hard to believe but it is possible. There are online stores that sell the same stylish stuff that you get in malls and other expensive places. You may wonder why there is such a huge price difference. You may also suspect the quality of such merchandise. Well, relax because it is the same stuff but you are getting it from surplus stock buyers and that is why there is price gap.

The excess stocks with big brands are sold off as wholesale stock through auctions in the market. This sale brings in revenues that can be utilized in new productions or to clear off debts. The buyers who buy such wholesale stock in bulk are the surplus stock buyers. After making the purchase they sell the merchandise through their online stores at heavily discounted prices. They are able to offer discounts because they themselves buy at low prices. That is how you get branded stuff at unbelievable rates.

So if you are getting a brand of your choice at half the price or even less, then go for it. These are not fakes but original. Since you are buying their excess stock so that is why you are getting it for less. Of course it is the bulk stock buyers who have to exercise caution while making purchases. They must be sure that the stocks that they are buying are in demand amongst customers. Therefore, they give stress on designs and colours. At the end both the sellersâ€™ and the customersâ€™ gain.

Article Source:
http://www.articleside.com/business-articles/buying-merchandise-from-surplus-stock-buyers.htm - Article Side

Julia Roger - About Author:
For more information on a Surplus stock, check out the info available online; these will help you learn to find the a Wholesale stock!

Article Keywords:
Surplus stock,Wholesale stock

You can find more free articles on Article Side. Sign up today and share your knowledge to the community! It is completely FREE!