



LAUNCHED Logo

PROBLEM

Core Challenge

Secure an AU-based white-label supplier for a sleep supplement (Magnesium Glycinate, L-Theanine, Melatonin) tailored for **shift workers**, with:

- Low MOQ (100-250 units)
- <\$1,500 initial budget
- Compliance with TGA

Current Situation

Target market: Shift workers battling disrupted sleep cycles. Example segments: Nurses, security personnel, FIFO workers, hospitality staff.


SOLUTIONS

Product Sourcing

Top AU Suppliers




Bulk Nutrients (Recommended)

 **Location:** Tasmania, Australia  **Website:** bulknutrients.com.au 
Contact: sales@bulknutrients.com.au | 1800 266 678

Feature	Value
MOQ	100-250
Cost/Unit	\$8-12
Lead Time	2-4 weeks
TGA Compliance	


Why them: Lowest MOQ, fastest turnaround, established brand, TGA-certified white label service.

NutraLab

 **Location:** Sydney, NSW
 **Website:** nutralab.com.au
 **Contact:** info@nutralab.com.au | (02) 9899 6690

Specs: MOQ 500 units (negotiable) | \$6-10/unit | 3-6 weeks | TGA ✓

Vitaco

 **Location:** Melbourne, VIC

 **Website:** vitaco.com.au

 **Contact:** enquiries@vitaco.com.au

Specs: MOQ 250-500 units | \$7-11/unit | 4-6 weeks | ISO Certified ✓

Budget Model

Target Gross Margin

75-80%

Item	Cost Range
Manufacturing (100 units)	\$800 - \$1,200
Label design	\$50 - \$100
Domain registration	\$20 - \$30
TOTAL UPFRONT	\$870 - \$1,330
Pre-order revenue (15 @ \$34)	(\$510)
NET INVESTMENT	\$360 - \$820

Pre-order strategy: Sell direct with lead magnet & early-bird discount to fund initial manufacturing run.

Revenue Model

Premium retail price: \$49

Cost per unit (estimate): \$8-\$12

Test batch size (100 units): potential revenue \$4,900 (fully pre-sold)\nLonger-term target: Consistent sales channel via subscription/bundling (600+ units monthly) Initial pre-order target: 10-15 orders to offset manufacturing expense

Team Profiles



Oliver

CEO & Supply Chain
Lead
Connect vision to
production



Louise

CMO & Brand Director
Position the product
well



Gerald

CTO & Development
Lead

Build beautiful sites
fast

Primary Target Audience: Shift workers, nurses, FIFO workers, security personnel with a consistent disrupted circadian rhythm.

Target Messaging: Fall Asleep Fast Even After Night Shift. Wake up refreshed. Content themes will focus on sleep hacks for irregular schedules. Highlight the supplement's AU-made trustworthiness. Product positions the product as solution for the consequences of modern life and always-on employment

Lead Magnet & Landing Page: shift Worker Sleep Survival Guide (PDF download). This will be a free resource on the landing page. Early access pre-sell offer on web, 30% off

RISKS

TGA Compliance

Risk: Potential issues around marketing Schedule 4 melatonin Mitigation: Confirmed 2mg is within legal threshold/OTC. Further, we can have AUST L listing support with supplier if necessary. Final Action Steps: Ask supplier for AUST L info on initial email on Monday.

Quality Consistency

Risk: First batch quality of supplements uncertain Mitigation: request initial product for testing and third party certification proof. Final actions: In initial email, ask for batch analyses details and confirm our initial products will be quality tested.

Lead time variability

Risk: Sourcing time period variable due to changing factors in Australia Mitigation steps: Buffer in delivery date. Final Actions: Ensure a confirmed commitment delivery date.

Market Demand

Risk: The shift-worker market has more problems than supplements can solve and has low appetite given the financial position. Mitigation: Run with low MOQ and marketing budget; if does not work, pivot strategy. Action Steps: Execute with initial budget and iterate product.

Next Steps for Oliver

Monday 2026-04-07

Prioritize a supplier selection and send off info for initial purchase Send a supplier welcome email. Confirm: MOQ. Quotes based on our business requirements TGA thresholds in Australia and listing info Delivery Timeframe

Tuesday 2026-04-08

Action more specifically with a follow up. Get info: Phone follow up if not a response to the email request from the prior day Request sample and third party info for analysis/validation of business case and product quality Evaluate product against revenue and budget constraints as well as TGA requirements.

Wednesday 2026-04-09

Finalize which of our existing supplier is the best partner given goals so far and information available for quality and business reqs. Secure quote. Further review TGA requirements (L listing) Finalize the product in the brand/form we need. Get final approval from suppliers. Confirm date.

Thursday 2026-04-10

Make order!!

Friday 2026-04-11

Confirm final delivery timeline. Start product distribution by the end of month.