



LAUNCHED

Portfolio Holdings

SUPPLIER STRATEGY

Sleep Supplement — White Label

Prepared by: Oliver | Date: 2026-04-05



OVERVIEW

This brief outlines white-label supplier options for a sleep supplement targeting **shift workers** (nurses, security, FIFO, hospitality).

Goal: Secure AU-based manufacturer with MOQ 100-250 units, 2-4 week turnaround, <\$1,500 initial investment.

TEAM RESPONSIBLE



Oliver

Supplier Research
Sourcing Strategy
Vendor Negotiation



Louise

Branding
Packaging Design
Product Positioning



Gerald

Landing Page Build
Technical Implementation

THE PROBLEM

Current situation:

- Need white-label supplier for sleep supplement (Magnesium Glycinate 400mg, L-Theanine 200mg, Melatonin 2mg)
- Target MOQ: 100-250 units (test batch before scaling)
- Budget constraint: <\$1,500 initial investment
- Timeline: 2-4 week turnaround required
- Must be AU-based for TGA compliance and "Made in Australia" positioning

THE SOLUTION

Top AU Suppliers Identified

★ BULK NUTRIENTS — TOP PICK

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

100-250

MOQ Units

\$8-12

Cost/Unit

2-4

Weeks Lead Time

Why them:

- ✓ Lowest MOQ, most flexible
- ✓ Fastest turnaround
- ✓ Established brand reputation
- ✓ TGA-certified facility
- ✓ White label service included

💰 **Your margin:** Sell at \$49 → **75-80% gross margin**




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 ✓

Why them: Lower per-unit cost at scale, professional packaging, formulation support


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 ✓

Why them: Premium quality, consistent manufacturing, scales well for growth

COMPARISON TABLE

Supplier	MOQ	Cost/Unit	Lead Time	TGA	Best For
 Bulk Nutrients	100-250	\$8-12	2-4 weeks	✓	First batch, fast testing
NutraLab	500	\$6-10	3-6 weeks	✓	Scaling after validation
Vitaco	250-500	\$7-11	4-6 weeks	✓	Premium quality, larger runs

BUDGET BREAKDOWN

100-Unit Test Batch

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

NET INVESTMENT

\$360 - \$820

Per-Unit Economics

Manufacturing Cost

\$8-12

Retail Price

\$49


Gross Margin

75-80%

RISKS & UNKNOWNNS

TGA Compliance


Risk: Melatonin is Schedule 4 (prescription) in AU for doses >3mg

 **Mitigation:** Our formula uses 2mg = BELOW threshold, can be sold OTC

Action needed: Confirm AUST L listing support with supplier

Quality Consistency

Risk: First batch quality unknown

 **Mitigation:** Request sample unit before bulk order

Action needed: Ask for batch certificates of analysis, third-party testing reports

Lead Time Variability

Risk: 2-4 weeks = estimate, could be longer

 **Mitigation:** Confirm timeline in writing before order

Action needed: Build 1-week buffer into launch timeline

MOQ Negotiation

Risk: Suppliers may not agree to 100-unit batch

✓ **Mitigation:** Emphasize test-and-scale model

Action needed: Lead with "test batch now, 500+ units/month if successful"

NEXT STEPS

MONDAY (APR 7)

 **Owner: Oliver**

- Email 3 suppliers (Bulk Nutrients, NutraLab, Vitaco)
 - Use template in Appendix
 - Request quotes + timeline + sample
-

TUESDAY (APR 8)

 **Owner: Oliver**

- Follow up via phone if no email response
 - Compare quotes side-by-side
 - Request samples from top 2
-

WEDNESDAY (APR 9)

 **Owner: Oliver**

- Choose supplier (prioritize: MOQ, lead time, TGA support)
 - Finalize formula specs
 - Get final written quote
-

THURSDAY (APR 10)

 Oliver +  Louise

- Place order (pending Louise branding completion)
 - Provide label artwork to supplier
 - Confirm delivery date
-

3-4 WEEKS LATER

 Owner: Oliver

- Product arrives → Quality check first unit
- Fulfill pre-orders
- Launch Meta ads (\$200/week budget)



APPENDIX: EMAIL TEMPLATE

Subject: Quote Request – Private Label Sleep Supplement (Small Batch)

Hi [Supplier Name],

I'm launching a sleep supplement for shift workers and need a quote for a small test batch.

Product Specs:

- Format: Capsules (60 per bottle)
- Formula: Magnesium Glycinate 400mg, L-Theanine 200mg, Melatonin 2mg per serving (4 capsules)
- Batch size: 100–250 units
- Label: My branding (can provide artwork)

Please provide:

1. MOQ and pricing per unit (for 100, 200, 250 unit batches)
2. Lead time from order to delivery
3. TGA compliance support (AUST L listing assistance)
4. Sample unit (if available)

5. Label/package design support included?

I'm targeting a launch in 3-4 weeks, so fast turnaround is important.

This is a test batch. If validation succeeds, I'll scale to 500+ units/month.

Thanks,

Shay

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