



WhatsApp Reselling Side-Hustle Guide



Introduction

WhatsApp reselling is one of the easiest and fastest ways to start a business in South Africa. You act as the middleman:

- Find products at wholesale prices
- Post them on WhatsApp Status and WhatsApp Channels
- Customers place orders
- You deliver and keep the profit

It's perfect for beginners because it requires almost no capital and can be run from home.



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Overview

WhatsApp reselling involves sourcing products at low cost—either from local wholesalers, online suppliers, or drop-shippers—and selling them directly to your WhatsApp contacts.

Product examples that work well in SA:

- Phone accessories
- Beauty products
- Cookware
- Small appliances
- Clothing
- Perfumes
- Health products

You do not need stock to start; many resellers use “order-once-paid” systems where customers pay upfront before you buy.



Who This Guide Is For

Ideal for:

- Students
- Stay-at-home parents
- People who want a side hustle
- Anyone with a phone and data
- Beginners who want fast income without complicated setup



Benefits

- Very low startup cost – even R0 if you promote items you don't stock
- Fast to launch – can start within 24 hours
- Flexible – work from home
- Scalable – once you grow, you can add more products
- High-demand – South Africans love WhatsApp shopping



Step-By-Step Setup Guide

Step 1: Choose Your Product Category

- Pick 1–3 categories to keep your brand focused.
- Examples: beauty, kitchenware, phone accessories, clothing.

Step 2: Find Reliable Suppliers

- Local wholesalers (Jozi CBD, Durban, Cape Town)
- Online wholesalers
- Direct importers

Step 3: Create a WhatsApp Business Account

- Business name
- Profile photo
- Catalog setup
- Automated greeting

Step 4: Build Your Contact List

- Add friends → family → community groups → referrals.

Step 5: Start Posting Daily Status Content

- Post:
- Product pictures
- Prices
- Benefits
- Short videos
- Customer reviews

Step 6: Take Orders & Collect Payment

- Accept via:
- EFT
- Capitec to Capitec
- eWallet

Step 7: Buy & Deliver

- Use Paxi, Pudo, Aramex, or Uber delivery.



Startup Costs

Item	Cost
WhatsApp data	R50-R150
Delivery (optional)	R60-R100
Sample stock (optional)	R200-R500
Bulk purchase (optional)	R300-R1000

- You can start with as little as R0 if doing “order once paid.”



Tools & Materials Needed

- Smartphone
- WhatsApp Business
- Weekly data bundle
- Supplier contacts
- Delivery service account
- Simple catalog (photos + prices)
- Ring lights (for product photos)
- Budget packaging sets (mailer bags, bubble wrap)
- Low-cost power banks



How to Find Customers

1. WhatsApp Status (most effective in SA)

Post 3–7 times per day.

2. WhatsApp Community Groups

Create a group and post daily deals.

3. Local Facebook Groups

Target groups like “Buy & Sell in [Your Town].”

4. Referrals

Offer customers R10–R20 off if they refer someone who buys.



Pricing Strategy

Use the cost + markup method.

Example:

- Supplier price: R60
- Your price: R120
- Profit: R60

General markups:

- Phone accessories: 80–150%
- Beauty items: 100–200%
- Kitchenware: 50–100%
- Clothing: 100–150%



Daily Operations

- Post 3–10 WhatsApp statuses
- Respond to enquiries quickly
- Confirm payments
- Place supplier orders
- Pack and dispatch parcels
- Ask happy customers for reviews



Common Mistakes & Fixes

Mistake: Posting once a week

Fix: Post daily; WhatsApp favours consistency.

Mistake: Using poor-quality images

Fix: Use clean lighting and simple backgrounds.

Mistake: Not confirming stock

Fix: Always check with supplier before taking payment.

Mistake: Selling too many categories

Fix: Focus on 1–3 niches.

Legal /Safety /Notes

- Always keep POPIA in mind when adding people to broadcast lists.
- Keep payment screenshots for safety.
- If income grows above R83k per year, keep basic tax records.
- Avoid counterfeit brand items.
- Use safe meet-up points if doing hand-to-hand delivery.



Products to Consider

These help increase average order value:

- Ring light for product photography
- Budget smartphone tripod
- Portable power bank (for mobile selling days)

Final Checklist

- ✓ Choose 1–3 product niches
- ✓ Find 1–3 reliable suppliers
- ✓ Create WhatsApp Business profile
- ✓ Build contact list
- ✓ Post daily statuses
- ✓ Collect payments securely
- ✓ Deliver fast
- ✓ Ask for reviews & referrals



FREE VS PREMIUM

Feature	FREE GUIDE	PREMIUM GUIDE
1. Basic Overview	✓ Basic intro	✓ Deeper business breakdown
2. Step-By-Step Setup	✓ Starter steps	✓ Advanced systems & processes
3. Tools & Resources	✓ Essential tools only	✓ Full recommended toolkit
4. Scripts & Templates	✓ Basic scripts	✓ Expanded script pack
5. Pricing Guidance	✓ Simple markups	✓ Advanced pricing models
6. Financial Breakdown	✓ Basic startup costs	✓ Detailed profit model
7. SA Legal & Compliance Notes	✗ Not included	✓ Key legal requirements
8. Worksheets & Templates	✗ Not included	✓ Printable worksheets & templates
9. Marketing Funnel & Growth Strategy	✗ Not included	✓ Full marketing & growth roadmap
10. Scaling & Expansion Plan	✗ Not included	✓ Expansion roadmap & strategies