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Retail/Wholesale Membership

How CDMA Helps You Profit

CDMA exists to support independent Retailers and Wholesalers with their front end marketing and merchandising needs. Acting as the central point of contact, CDMA is able to connect over 6,000 Retailers with thousands of Products and Services to provide profitable selling opportunities.

Categories and Products

- Health and Beauty
Cosmetics
- Planograms
Conair Personal Care Appliances

Sign In

[Forgot your password?](#)

Health and Beauty

- Cosmetics
- Diabetic Support
- Home Health Supports
- Homeopathic and Natural Products
- Men's Grooming
- Oral Care
- OTC Medications
- Skin, Hair and Nail Care
- Supplements

General Merchandise

- As Seen on TV
- Batteries and Flashlights
- Cookbooks and Calendars
- Giftware and Photo Frames
- Greeting Cards and Novelty Items
- Hats, Gloves, Shirts and Socks
- Jewelry and Hair Accessories
- Kitchen Gadgets
- School Supplies

Planograms

- Conair Personal Care Appliances
- Goody Hair Accessories
- Hamilton Beach Kitchen Appliances
- Helen of Troy Personal Care Appliances
- Office Max Supplies
- Sewing Notions
- Shoe Care
- Travel and Trial

Seasonal

- Candy
- Gifts
- Decorations and Candles
- Lights and Ornaments
- Wrap, Tags and Bows

Equipment & Services

- Loyalty Program
- Point of Purchase Tags
- POS Inventory Control

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[Haven't registered yet?](#)

Latest News more

6/19/2018
[CDMA Welcomes New Chief Financial Officer](#)

3/26/2018
[First Aid - April 2018](#)

Calendar more



Jewelry and Hair Accessories
Kitchen Gadgets
School Supplies
Small Electronics
Sporting Goods
Soft Goods
Sunglasses and Readers


Consumables

Ice Cream
Specialty Chocolates
Candy
Snacks

Loyalty Program
Point of Purchase Tags
POS Inventory Control
Software
Store Signage
Website Solutions

Private Label Program

Bath and Beauty
Home Health Supports
General Merchandise
OTC Medications
Vitamins and Supplements

 **Calendar** more

The upcoming calendar is currently empty.

[Click here to view past events and photos »](#)

Retailer | Wholesaler Buying Programs – Source CDMA

CDMA Supplier Members – Drop Ship Program

Our team travels to over 30 tradeshows annually to seek out new Suppliers with niche products for our Retail and Wholesale members. Our Supplier members are vetted and offer reasonable order minimums to satisfy our Retailers and Wholesalers front end needs on a drop ship basis.



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Enjoy low minimums, competitive freight terms and simplified ordering on hot selling niche products.

What's In Stock?

By utilizing our warehouse and Buying power, our Category Managers are able to retain special deals with higher minimums that are difficult for smaller Retailers to attain. This program offers Retailers and Wholesalers a central location to purchase front-end merchandise including closeouts, recommended ad items and our ever popular seasonal and direct import products.

A simple and central distribution system for your ease of mind

Prebook Specials

Our team prebooks merchandise including products from As Seen on TV, Hamilton Beach Small Appliances and Conair. This program allows CDMA to meet minimums and retain quantity discounts for bestselling front end products.

CDMA does the sourcing and you do the selling



CDMA to meet minimums and retain quantity discounts for best-selling front end products.

CDMA does the sourcing and you do the selling.

True Value

Enjoy purchasing general merchandise and seasonal products through CDMA's alliance with The True Value Company. As General Merchandise experts, True Value offers over 67,000 items in key categories such as: Automotive, Electronics, Hardware, Kitchen Gadgets, Light Bulbs, Personal Care, Small Appliances, and Seasonal items.

Offering your customers quick solutions for their day to day needs increases loyalty.

Quality Choice - Store Brand

Quality Choice is CDMA's store brand private label with over 1,300 SKU's covering OTC medications, health and beauty, nutritional products, and general merchandise. Our store brand program not only includes a diverse selection of quality products, we also offer marketing and merchandising support and private label education to assist Retailers and Wholesalers in capitalizing on their store brand.

With 40-70% Gross Margins and support from our team, the Quality



and Wholesalers in capitalizing on their store brand.

With 40-70% Gross Margins and support from our team, the Quality Choice label is hard to beat.

Beyond Buying

Merchandising

We work closely with our Suppliers to provide our Retailers and Wholesalers with: planograms, endcap ideas, signage programs and displays. Give customers what they don't know they want.

Marketing & Advertising

Our Category Managers will assist our Retail and Wholesale members with monthly advertising product selection and process development as well as with promotional ideas, market research and customized support to strengthen their marketing activities and help grow sales. Advertising and Marketing brands your store within the market place and your community.

Category Management

We want our Retailers and Wholesalers to focus on their sales while our team at CDMA provides the buying power. Our Category Managers not



Category Management

We want our Retailers and Wholesalers to focus on their sales while our team at CDMA provides the buying power. Our Category Managers not only understand the retail market and what the supply chain has available, they also understand the needs of our Retailers and Wholesalers. Our Category liaisons help you establish best merchandising and selling practices.

Product Introductions

With hundreds of Suppliers working with CDMA, we depend on our product introductions to link Supplier's products to Retailer's customers. We facilitate product introductions through sample mailings, our seasonal shows and various email campaigns. CDMA makes the connection between our Suppliers products and your customers.

Resources

CDMA's relationships do not end at product delivery, Retailers and Wholesalers can utilize our resources for various equipment vendors, services and supply contacts to assist in their day to day operations. It takes our network to build your business.

Centralized Billing

No need to manage thousands of accounts. CDMA bills on behalf of its



Centralized Billing

No need to manage thousands of accounts. CDMA bills on behalf of its Supplier members and pays Suppliers on behalf of its Retail and Wholesale members. Save time and money.

Community

If you are looking for a support system within your retail community to help drive sales, contact CDMA for more information about membership and our programs.

Contact

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