Cpt Bunny's Trading Guide.

Foreword

This guide is aimed at new traders looking for a structured and specific formula that will aid them in making lsk efficiently. There are many "Business models" of trading in eve and in this guide I will focus on: **Jita to Remote Hub reseller.**

In its simplest form, you will be purchasing a variety of T2 and some T1 Modules in Bulk, to transport to a far off system on the verge of 0.0 space. Your Goal is to have as little lsk in your wallet at all times to maximise your potential sales.

First Things First: Pre-Requisites.

The Buyer

This is a character that will sit in Jita, His primary job will be making purchases from the Jita market. He does not need any trade skills as such. His secondary job will be moving stock to your remote system and will need skills in spaceship command (but not haulers)

The Seller

This character will remain docked in the remote system. He will need some trading skills, firstly those that increase the number of sell orders you can place on the market, then over time adding skills that reduce the tax you pay per sale, will not need to fly anything.

Your Sales Board

Microsoft Excel, Google Docs, Open office, any of these will work, it can be as simple or complex as you want to make it, but you must have a log of what you're doing. You really don't want to be selling items for less than what you paid for them.

Optional but highly recommended

A second PC screen, the easier you have access to information, the faster the process will be

A dedicated Courier pilot lets you keep "The buyer" docked in Jita and allows you more flexibility (Not a T1 Hauler pilot)

Stage 1 Finding somewhere to sell your stock

Finding the right system is the most important part of setting up a successful trade route. I am not going to give you any specific system names but I will show you how to find them. More importantly you need to learn how to find out this type of information.

The 0.0 Drop off point

Deep space (0.0) Pilots usually do not like to fly to Jita every time they need something that is not in their deep space local market, they are almost always prepared to pay well over

market rates to get what they need as they are usually among the richest pilots in eve. As a result, "mini trade hubs" are to be found all around the outer rim of safer "Empire Space" These are usually the last station system in empire space on the way to 0.0 Access to 0.0 space is via bottleneck systems, there are few routes to these places this is partially the reason that edge of empire space mini trade hubs exist.

Exercise: From Jita or Amarr, or anywhere in central empire space, open up your map, click the star map button then on the tab Star Map then Stars select the bottom sun menu titled statistics and select pilots active in the last 30 minutes. Now plot a course to the following systems and take a note of the last empire systems with a high population. (Remember to do this at peak time) possibly check at different times of day too, to ensure a passing fleet has not altered your results.

Systems; Tpar-G, YZ-LQL, X47L-Q, EOA-ZC, B-VIP9, D-GTMI or any other systems in deep 0.0

Once you find a high population system 30-50+ pilots, chances are that it's also a station system, but you need to check that via the map too, then last of all but most importantly, make sure it's a **High Sec System!**

If you think you have a suitable system, travel there and have a look around. You now need to understand why it is busy, as this will decide the type of stock you should sell there. In the above example, it should mostly be 0.0 pilots, Pirates or possibly a Deployed Fleet staging point.

Level 4 mission systems

Such as Motsu, Umokka, Rens, Frarn, Emolgranlan, Gulfonodi, Alentene, Aramachi, Auvergne, Cistuvaert, Dodixie and Ordion. Ammo, Drones, and other consumables are good in these areas. But are often well supplied by traders and your competition may be high.

Incursion systems

A fairly new addition to eve, these systems are dynamic and move around frequently, although most are in the Amarr and Kador regions. You can find these systems easily via your journal which lists active incursion systems. As for stock, these are similar to mission runner hubs, drones and ammo work well here.

Capital Ship Jump off Points

These are naturally low sec systems, but usually next to a high sec station system. You probably will not see a high population there, maybe a larger than normal docked population. You can find these via the map with a little patience, select active "Cynsaural Fields" from the map filters. Vehan and Chamemi are both Capital ship jump off points that you can profile and help you find other similar systems. As for Stock, Fighter and Bomber Drones, Jump Fuel are among the better options. If you are new, stay out of the low sec system and offer your stock one jump over in the High sec system. In Vehan's case, this would be the system called "Nare"

War zones

These can be found all over eve, use the map, look at ships and pods destroyed in 24 hours filter, then locate the closest busy, High sec system. Best items to sell? Everything. These are just a few examples of good systems for selling in. there are a few more types and you have the tools to find them and remember to investigate why a system is busy, don't be afraid to ask the locals what brings them to xxx system, just say you're performing market research.

End Of Stage 1 Action: Move "The Seller" to your chosen system

Stage 2 Selecting your Stock

As this guide is targeted at the less experienced trader, I will assume you have a starting Capital of around 50-100m. But bear in mind, this guide works equally well if you have 5 Billion lsk + to start with. A higher budget just means you can afford to make less trips and hold more stock of each item. For the new trader, you will be holding 5 or so items of each type in order to cover as many sales opportunities as possible. You probably have a rough idea what type of items your going to be selling by now, but its time to pick specific items. And get your sales board ready! At the very end of this guide, I have included a list of 144 items that sell well enough for me to include in my own spread sheets. However, we will be starting with a list of 20 items that that can be called "The Failsafe List". (it takes just a few days to get a character to the point where they can have 45+ open market orders)

Open up your spread sheet and copy the following items into it.

Stock Item	Purchased in Jita @	Sold in XXXXXX system @		
Ballistic Control System II				
Cap Recharger II				
Co-Processor II				
Expanded Cargohold II				
Damage Control II				
Energized Adaptive Nano Membrane II				
Covert Ops Cloaking Device II				
Gyrostabilizer II				
Hammerhead II				
Hobgoblin II				
Heat Sink II				

Heavy Missile Launcher			
Invulnerability Field II			
Large Shield Extender II			
1600mm Reinforced Rolled Tungsten Plates I			
Scan Resolution			
Sensor Booster II			
Warp Disruptor II			
Stasis Webifier II			
Nanite Repair Paste			

At this point in time, we are just looking to see where the potential money makers are,

Stage 2 Action Point: Update the column "**Sold in XXXXXX system** @" with the cheapest sell price in the top window of the market browser.

You will want to sort you're in game market view to show the cheapest at the top and most expensive at the bottom This is the price you need to match for people to buy your product. You might be looking at an item and notice that there are some 1 or 2 jumps next door at a lesser price. IGNORE THEM. Put yourself in the shoes of a pilot who has 5 billion lsk in his wallet and wants to buy a single Heat sink 2. Do you really think he will go next door and waste 5 minutes of his time to save 200k lsk?

It is worth spending the time looking through your selling system with random selections from the 144 list and substitute anything that really stands out into the starter 20 list. A Good example: "Medium Core Defence Field Extender I "No one is selling them on the market, but in the history tab you see that 10+ are selling each day. It just so happens they are sold out. This means you can set the price Very High. Don't hesitate in charging double what you paid for it.

Never underestimate how much lsk your buyer may have. Over time as your lsk increases and your maximum number of open orders increases you will want to make sure you use every single order up. An empty sell order is a massive waste, even if it means you need to hold less stock of another item.

IMPORTANT NOTE; All these items you are selling, you are creating new sell orders for. You are NOT selling to pre-existing buy orders.

Many rookies make the mistake in thinking they should only sell an item where someone has a buy order up for it. I.E. Sell in the top window, not in the bottom window.

Your spread sheet should now look something like this.

Stock Item	Purchased in Jita @	Sold in XXXXXX system @	Profit per Unit	
Ballistic Control System II		800,000		

Cap Recharger II	750,000	
Co-Processor II	950,000	
Expanded Cargohold II	925,000	
Damage Control II	950,000	
Energized Adaptive Nano Membrane II	750,000	
Covert Ops Cloaking Device II	7,500,000	
Gyrostabilizer II	800,000	
Hammerhead II	850,000	
Hobgoblin II	600,000	
Heat Sink II	800,000	
Heavy Missile Launcher	850,000	
Invulnerability Field II	1,250,000	
Large Shield Extender II	1,250,000	
1600mm Reinforced Rolled Tungsten Plates I	1,200,000	
Scan Resolution	30,000	
Sensor Booster II	800,000	
Warp Disruptor II	1,000,000	
Stasis Webifier II	1,000,000	
Nanite Repair Paste	22,000	

You now know how much you can sell your chosen stock for in your targets sales system. Next step is simply updating the "Purchased in Jita @" Column with the cheapest sell prices. I.e. the lowest price you can buy those items for. You will quickly see how much if any profit there is per module. You can use an automatic calculation in the profit column and save yourself some time and effort.

The spread sheet should now look list this. (Note: these prices were pulled out of thin air and no not represent any specific market)

Stock Item	Purchased in Jita @	Sold in XXXXXX system @	Profit per Unit	Stock to Hold	
Ballistic Control System II	600,000	800,000	200,000		
Cap Recharger II	400,000	750,000	350,000		
Co-Processor II	500,000	950,000	450,000		
Expanded Cargohold II	450,000	925,000	475,000		
Damage Control II	600,000	950,000	350,000		

Energized Adaptive Nano Membrane II	500,000	750,000	250,000
Covert Ops Cloaking Device II	4,600,000	4,500,000	-100,000
Gyrostabilizer II	400,000	800,000	400,000
Hammerhead II	450,000	850,000	400,000
Hobgoblin II	350,000	600,000	250,000
Heat Sink II	550,000	800,000	250,000
Heavy Missile Launcher II	830,000	850,000	20,000
Invulnerability Field II	900,000	1,250,000	350,000
Large Shield Extender	750,000	1,250,000	500,000
1600mm Reinforced Rolled Tungsten Plates I	900,000	1,200,000	300,000
Scan Resolution	9,000	30,000	21,000
Sensor Booster II	400,000	800,000	400,000
Warp Disruptor II	500,000	1,000,000	500,000
Stasis Webifier II	600,000	1,000,000	400,000
Nanite Repair Paste	12,000	13,000	-1,000

As you can see in the above example, not all product lines are profitable. 2 products will make a loss and 1 product has less than 10% Margin

To start with, ignore any products that have less than 10% margin as your Taxes and Broker fee's will reduce that 10% to almost nothing. Once you have trained up "The Seller" to handle 40-50 Open market orders, you will want to focus on Tax and fee reduction. The next step involves dividing your lsk among those open orders and making sure you have a fairly even spread across all product lines that you want to trade in.

Optional Stage:

Performing a What Volume sold check in the sales system means logging "the Seller" back in and looking at the market history page for each product. Although the Failsafe 20 list should have a high sales volume, you might notice hidden Gems in there, for example, Warp Disruptor 2's may be selling 10X better than the next best module. It will be worth holding a little extra stock of this item.

Optional Stage:

you may want to add a couple more columns into the Excel Spread sheet, adding in "total product cost" will let you easily see how much you need to spend per product line. This helps with budgeting your shopping list. You might also want to add total sales price, as this will give you an indicator how much income you can get from the current selection, other useful calculations to add in here, are: Profit margin, "Current stock level" At the End of the Guide there will be a link to one of my master Trade Spread sheets, however these are a little more complicated and might not be a good idea to look at, at this early stage.

End of Stage 2 Action: Update the "stock to Hold" column with a suitable number depending on your Isk levels, sales history volume

Stage 3 Buying and moving your product.

Log in "The Buyer" in Jita and purchase the planned amount of each module as per your spread sheet. For such a small order, space will not be an issue, but here is a tip for those bigger orders. While in Jita, select all your stock items and right click to create a courier contract. You're not actually going to contract them, this is just an easy way to see how much m3 your stock will take up. This may be worth doing half way through a larger order to ensure you have plenty of space to make the rest of the purchase.

Hauling

This part is going to take a little time to explain, but is critical you understand all of it.

In Eve we have a "Sport" or "pastime" called **suicide ganking**, this is where 1 or more pilots will attempt to insta-kill any ship that looks to be carrying 100m+ of cargo. This is almost always done for financial gain and the expense of the Pilots security status. The penalties for performing such an act in "safe" empire space are very little, sure concord will kill their ship but this has already been calculated in their decision, insurance will still pay-out too!

Here are some example kill mails of High sec Suicide Ganking. http://kb.romanian-legion.com/?a=kill_detail&kll_id=27055

http://ad0pt.evekb.co.uk/?a=kill_detail&kll_id=1539031

This is the best one I have seen so far, would you put 22Billion lsk of plex in a frigate and undock in Jita? Yep that did really happen.

Although these examples are all frigates, the same principle applies to T1 Haulers, they cannot tank anything.

These kills took less than 800 points of damage to destroy. The pilots are nothing short of ldiots. This happens more than you can imagine, it would be realistic to say there are 50+ suicide ganks in and around Jita each day.

My point here is that Haulers I.E. Tech 1 Bestowers, Iteron 5's etc. are probably the worst possible ship you can use for trading. **Empire space is not safe**. First of all, they have very little tank ability and can be insta-popped with 1 volley from a Battleship. At this point in your trading career you cannot sustain such a loss. Do not ever fly a Tech 1 Hauler with more than 70-100m in cargo. In addition, the fact that it is a hauler just screams to people, "**Look at me!I am moving cargo in a very flimsy ship**", you're asking for trouble. Just don't use them.

Trader ship choices

This depends on the skill of "the Buyer" but a Drake is a very good option, it has a large buffer tank that does not need to be "activated" every time you jump through a gate, and is obviously less conspicuous. Add a few cargo expanders, and inertia stab or 2 and its good to go, you can even add cargo expanding rigs. If you're Amarr, then the Harbinger is a good option. If you cannot fly a Battle cruiser yet, you could go with a cruiser, but it needs to be

buffer tanked i.e. armour plates or shield extenders to get your effective HP up. 1 option might be the Maller as it has plenty of low slots. I would not use anything smaller, no frigates or destroyers. If you cannot fly these ships yet you need to start training towards them, go for the drake. In the meantime use whatever you have available, but do not autopilot, and don't have more than 50m in your cargo bay. No not loiter around gates, do not go afk, especially within 5 jumps of Jita, or the route from Jita to Amarr.

End of stage 3 Action: Move all of your Stock to the Selling system and create a personal contract to give the stock to "The Seller" and get "The Buyer" back up to Jita.

Stage 4 Selling your Stock

Switch to "the Seller" and accept that contract from your Alt, you are now ready to start creating Sell Orders.

- 1) Open your market window and ensure that in the top "Sell order" window the products are all listed with the cheapest at the very top.
- 2) Right Click the first item you wish to sell, and click the sell button, a window will pop up, "now click the button titled "Click for detailed market information" then in the same window, click the advanced button.
- 3) You now need to undercut the top item in that list, undercutting by .01 lsk will help to keep the price high. There is no point in undercutting by anything more than that. Now enter the desired sell price in the top box called "ask Price" set the duration to 3 months and click the remember settings button.
- 4) Press sell
- 5) Your first order is now up, repeat this process till all your stock is on the market.

Stage 5 The Price check

In order to keep your stock on the top of the list, you need to perform frequent undercut checks. The speed at which you sell your stock is directly proportionate to the number of undercut checks you can perform each day. You may find that an "undercut check done first thing in the morning and last thing at night is enough, but usually you will want to check more often.

Stage 5 Action: open your wallet, click on orders and drag the window down to the bottom of your screen, right click on each of your orders to "show market details" now you can compare your order in your wallet with the top order in the market window. If the sales volume does not match, your order is not at the top and you need to right click your order in the wallet and click the "modify order" button.

As you have seen, 80% of the work involved in setting up your first trade route is the planning and locating a good system. Now that all of the hard work is done you just need to maintain your position in keeping your orders at the top. And researching and adding new product lines.

Cpy Bunny's random thoughts on trading.

The Golden Rule of Retail

80% of your sales will come from 20% of your products.

Finding that 20% is key and I have given you some hints as to what some of them maybe.

Courier contracts work

If you need to move more product than what you can carry, use a courier contract, the higher the reward you offer the faster it will be done. The only downside is the time it takes the contractor to move. Make sure you fully understand courier contracts before getting into them.

The Ultimate Trade Hub

In my experience, 0.0 hubs offer the best potential for profit, there may not be anyone stocking the market, the margins are much higher but so are the risks. This is where I currently focus my efforts.

T1 Haulers

I've said this before, but its critical, don't use them, of all the ships in eve that you can use for hauling. T1 Haulers are the least fit for purpose.

Pricing Strategy

some people just aim for a 20% mark-up on their products, regardless of how much the next cheapest order is selling at, it's a wasted opportunity in my opinion; do not be adverse to selling your stock for as much as you can get away with. When you start getting to +200% - 300% markup you should then think carefully about that order. With some product lines you can get away with a 1000% mark-up, but these tend to be the very low cost, sometimes T1 modules. Some of these are in my 144 List.

Buy orders in Jita

At a later stage, you may want to further increase your profit margin, one method for this is to create Buy orders for common items in Jita, keep your order on top as the highest buy order and you may be able to get a decent stock of items at 10-20% less than a purchase from a direct sell order. But this does require skills and will use up one of your limited order slots.

Margins

Due to broker fee's and sales tax, I usually don't bother with an item unless the margin is at least 10%. Realistically, my average margin is around 50%.

When you have limited numbers of market orders, focus them on the products with a combination of high margin and high volume.

Isk in the Wallet

Is bad. If your total net worth is around 200m and you have 100m in your wallet, you are not trading efficiently. Isk in your wallet is not going to make you any more lsk. Make as many hauler trips as you can, the first few days of trading will make a massive difference to your

net worth. If you do as many hauler trips as possible, you can easily go from 100m to 2 Billion in a week or two.

Buying Opportunities

At least once I week I come across the follow scenario: while performing a price check I notice that a competitor has undercut me by a large amount. The inexperienced trader may try to undercut him again, or may give up trying to compete in that area. What you can do however is just buy up all his stock and put it back on the market at a much higher price, while remaining the cheapest order on the market. This works well when the competitor has undercut you to the point where his stock is now around the Jita sell price. Saves you a hauling trip, but beware, you don't want to get stuck with large amounts of stock that you cannot sell at a profit. And the competitor may just go and buy some more.

Sunday's

Sunday is Trading day, Eve's population is always highest on a Sunday and there are often large fleet fights to be had. Almost always, my largest sales come in on a Sunday. Make sure you are prepared and well stocked by downtime Sunday. And be prepared to do a couple of top up runs.

Ramping it up

This guide works well up till the point where your sitting on around 4-5B in lsk and assets. At this point the 80-20 rules kicks in, 80% of your sales will come from 20% of your products. You will already be covering that best 20% of products and any additional lsk you invest onto that market will have ever diminishing returns. It will now become slower to increase your lsk beyond that 5Billion mark, Other issues will also start to arise. Such as maximum potential sales of that system and volume of product needing to be moved. At this point you may want to consider opening up a second market with a second selling character.

Other forms of Trading

This guide was written to help the rookie get into the markets, and only covers the very specific model of "Remote Hub Reseller". There are many other models that can work just as well, mission runner hub reprocessing, Single Major Hub reseller, Single product Multi region specialisation, Mineral speculation etc. but no other method is as friendly and easy to start up in terms of skills and required market knowledge.

Ships and Ammo

Are both good areas for trading, but have been omitted from my guide due to the lsk and the Haulage capacity required to even start at the low end.

And this reaches the end of my basic guide to trading. I hope you have found this beneficial and you are now on your way to riches. Several years ago after a character thift incident, I used this method to go from 100m lsk to 6.5 Billion lsk trading non stop where I could get to the point of being able to buy a new combat character. This was my goal and I stuck to it. Find your own goal and use it to motivate you to do those extra undercut checks and Hauler runs. If you want to discuss any aspect of this guide, feel free to mail me in game.

Best Regards

Cpt Bunny

The 144 List
10MN Afterburner II
10MN MicroWarpdrive II
1400mm Howitzer Artillery II
1600mm Reinforced Rolled Tungsten Plates I
1MN MicroWarpdrive II
200mm Reinforced Rolled Tungsten Plates I
220mm Vulcan AutoCannon II
425mm AutoCannon II
650mm Artillery Cannon II

The 144 List
720mm Howitzer Artillery II
800mm Reinforced Rolled Tungsten Plates I
800mm Repeating Artillery II
Adaptive Nano Plating II
Armor EM Hardener II
Armor Explosive Hardener II
Armor Kinetic Hardener II
Armor Thermic Hardener II
Ballistic Control System II
Bomb Launcher I
Caldari Navy Scourge Heavy Missile
Caldari Navy Thunderbolt Heavy Missile
Cap Recharger II
Capacitor Power Relay II
Catalyzed Cold-Gas I Arcjet Thrusters
Cold-Gas I Arcjet Thrusters
Co-Processor II
Covert Ops Cloaking Device II
Cruise Missile Launcher II
Curator I
Curator II
Cybernetic Subprocessor - Basic
Cybernetic Subprocessor - Standard
Damage Control II
EMP L
EMP M
Energized Adaptive Nano Membrane II
Expanded Cargohold II
Focused Warp Disruption
Garde I
Garde II
Giant Secure Container
Gyrostabilizer II
Hammerhead II
Hardwiring - Zainou 'Gnome' KTA100
Heat Dissipation Amplifier II
Heat Dissipation Field II
Heat Sink II
Heavy Assault Missile Launcher II
Heavy Capacitor Booster II
Heavy Missile Launcher I

The 144 List
Heavy Missile Launcher II
Heavy Pulse Laser II
Hobgoblin II
Hornet EC-300
Imperial Navy Multifrequency L
Imperial Navy Multifrequency M
Imperial Navy Multifrequency S
Improved Cloaking Device II
Inertia Stabilizers II
Interdiction Sphere Launcher I
Invulnerability Field II
Large Anti-EM Pump I
Large Anti-EMScreen Reinforcer I
Large Armor Repairer II
Large Capacitor Control Circuit I
Large Core Defence Field Extender I
Large F-S9 Regolith Shield Induction
Large 'Regard' I Power Projector
Large S95a Partial Shield Transporter
Large Shield Extender II
Large 'Solace' I Remote Bulwark Reconstruction
Large Trimark Armor Pump I
LiF Fueled I Booster Rockets
Magnetic Field Stabilizer II
Magnetic Scattering Amplifier II
Medium Ancillary Current Router I
Medium Anti-EM Screen Reinforcer I
Medium Armor Repairer II
Medium Capacitor Booster II
Medium Capacitor Control Circuit I
Medium Cargohold Optimization I
Medium Core Defence Field Extender I
Medium Salvage Tackle I
Medium Shield Extender II
Medium Trimark Armor Pump I
Mega Modulated Energy Beam I
Mega Modulated Pulse Energy Beam I
Mega Pulse Laser II
Memory Augmentation - Basic
Memory Augmentation - Standard
Micro Auxiliary Power Core I

The 144 List
Multifrequency L
Nanite Repair Paste
Nanofiber Internal Structure II
Neural Boost - Basic
Neural Boost - Standard
Ocular Filter - Basic
Ocular Filter - Standard
Ogre I
Ogre II
Optimal Range
Overdrive Injector System II
Phased Weapon Navigation Array Generation Extron
Photon Scattering Field II
Power Diagnostic System II
Prototype Cloaking Device I
Quad LiF Fueled Booster Rockets
Radio L
Reactor Control Unit II
Republic Fleet EMP L
Republic Fleet EMP M
Republic Fleet EMP S
Scan Resolution
Scorch L
Scorch M
Scorch S
Sensor Booster II
Shield Boost Amplifier II
Shield Power Relay II
Shield Recharger II
Siege Missile Launcher II
Signal Amplifier II
Sisters Combat Scanner Probe
Sisters Core Scanner Probe
Small Armor Repairer II
Small Tractor Beam I
Stalker F.O.F. Heavy Missile I
Standard L
Stasis Webifier II
Tachyon Beam Laser II
Target Painter II
Targeting Range

The 144 List
Thunderbolt Heavy Missile
Tracking Computer II
Tracking Disruptor II
Tracking Enhancer II
Tracking Speed
Warp Disrupt Probe
Warp Disruption Field Generator I
Warp Disruptor II
Warp Scrambler II
Warrior II
X5 Prototype I Engine Enervator
Y-T8 Overcharged Hydrocarbon I Microwarpdrive