

A snapshot for artisans considering selling wholesale giftware or specialty food.

Retail vs. Wholesale

	Element	
<p>Artist Enjoys the creation and joy of developing small runs of custom work</p>	MINDSET	<p>Owner/Business Partner Understands their role is to help the retailer serve customers with desirable products. Enjoys creating a growth business, entrepreneurial approach.</p>
<p>One and Done A single sale</p>	CUSTOMER ENGAGEMENT	<p>Relationship Ongoing, repeat orders</p>
<p>Entertainment Seeking retail therapy or gifting need</p>	CUSTOMER MINDSET	<p>Work Strategizing about what customers will want to buy, how much and when</p>
<p>Highest Margins Typically the most profitable margin</p>	PRICING	<p>Volume Pricing Smaller margins, but less overall cost because of repeat orders and efficient systems</p>
<p>Continually seeking new customers, less potential stability in cash flow</p>	CUSTOMERS & CASH FLOW	<p>Can be easier, more predictable with established relationships</p>
<p>Custom Handmade, small runs</p>	PRODUCTION	<p>It's like making donuts Many units, consistent quality, systems</p>
<p>Limited Single or small batch production</p>	PRODUCTION CAPABILITIES	<p>Scalable Ability to size up or down based on order volume</p>
<p>Tables Counter type/retail table top Farmers market, craft show style</p>	BOOTH SETUP	<p>Display Compelling 'storefront' booth that showcases how the product should be displayed to sell most effectively. Selling both the product and product story/brand.</p>
<p>Typically, low hundreds</p>	SHOW COSTS	<p>Typically, \$500 - \$10,000</p>
<p>Seller charges sales tax</p>	TAX	<p>Does not charge sales tax, retailer will charge sales tax to their customer</p>
<p>Limited by your capacity</p>	PROFITABILITY	<p>Higher potential based on scalability and business acumen</p>