RETAIL VS. WHOLESALE

A snapshot for artisans considering selling wholesale.
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15+ years working with events
8+ years with Green Tree Events
SBDC Advisory Board
Collect photography, pottery and glass art
WHAT ARE THE NEW ENGLAND MADE SHOWS?

Giftware & specialty food for retailers
Open to the trade only
Wholesale order writing vs Cash & Carry
Juried for readiness
Juried for New England craftsmanship
Portland (Spring) – 35th year, 300 exhibitors, 2,000 buyers
  Boxboro (Fall) – 8th year, 130 exhibitors, 500 buyers

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OVERVIEW

1. What do the terms ‘retail’ and ‘wholesale’ mean?
2. Mindset & The Customer
3. Pricing
4. Production & Scalability
5. Profitability
6. The challenges unique to artists
7. Resources
• Q&A
I. WHAT DOES IT ALL MEAN?

RETAIL
Selling directly to consumer

WHOLESALE
Selling multiples or large quantities, to be retailed by others
RETAIL VS WHOLESALE:

2. MINDSET

Your mindset
Customer mindset
Customer engagement
YOUR MINDSET

RETAIL: ARTIST

VS

WHOLESALE: OWNER/BUSINESS PARTNER
YOUR CUSTOMER’S MINDSET

RETAIL: ENTERTAINMENT

VS

WHOLESALE: WORK

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YOUR CUSTOMER ENGAGEMENT

RETAIL: ONE AND DONE

VS

WHOLESALE: RELATIONSHIP
RETAIL VS WHOLESALE:

3. PRICING

Margins
Customers
Cash flow
PRICING

RETAIL: HIGHEST MARGINS

VS

WHOLESALE: VOLUME PRICING
CUSTOMERS

RETAIL:
ALWAYS SEEKING

VS

WHOLESALE:
ESTABLISHED RELATIONSHIPS
CASH FLOW

RETAIL: LESS STABILITY

VS

WHOLESALE: MORE PREDICTABLE
RETAIL VS WHOLESALE:

4. PRODUCTION

How you produce Capabilities
HOW YOU PRODUCE

RETAIL: CUSTOM

VS

WHOLESALE: UNITS

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PRODUCTION CAPABILITIES

RETAIL: LIMITED

VS

WHOLESALE: SCALABLE

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RETAIL VS WHOLESALE:

5. PROFITABILITY
PROFITABILITY

RETAIL: LIMITED

VS

WHOLESALE: SCALABLE

LIKE A BOSS
YOU GOT THIS

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6. CHALLENGES

- Time to pursue your art
- Business plan: where do you want to go?
- Pricing: what you choose to wholesale
- Managing growth
  - Sourcing materials
  - Staffing
  - Systems
RETAIL VS WHOLESALE:

7. RESOURCES
DREAM BIG

Where the magic happens

Your comfort zone
Thank you! Questions?

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