

# 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

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# 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) – 35<sup>th</sup> year, 300 exhibitors, 2,000 buyers

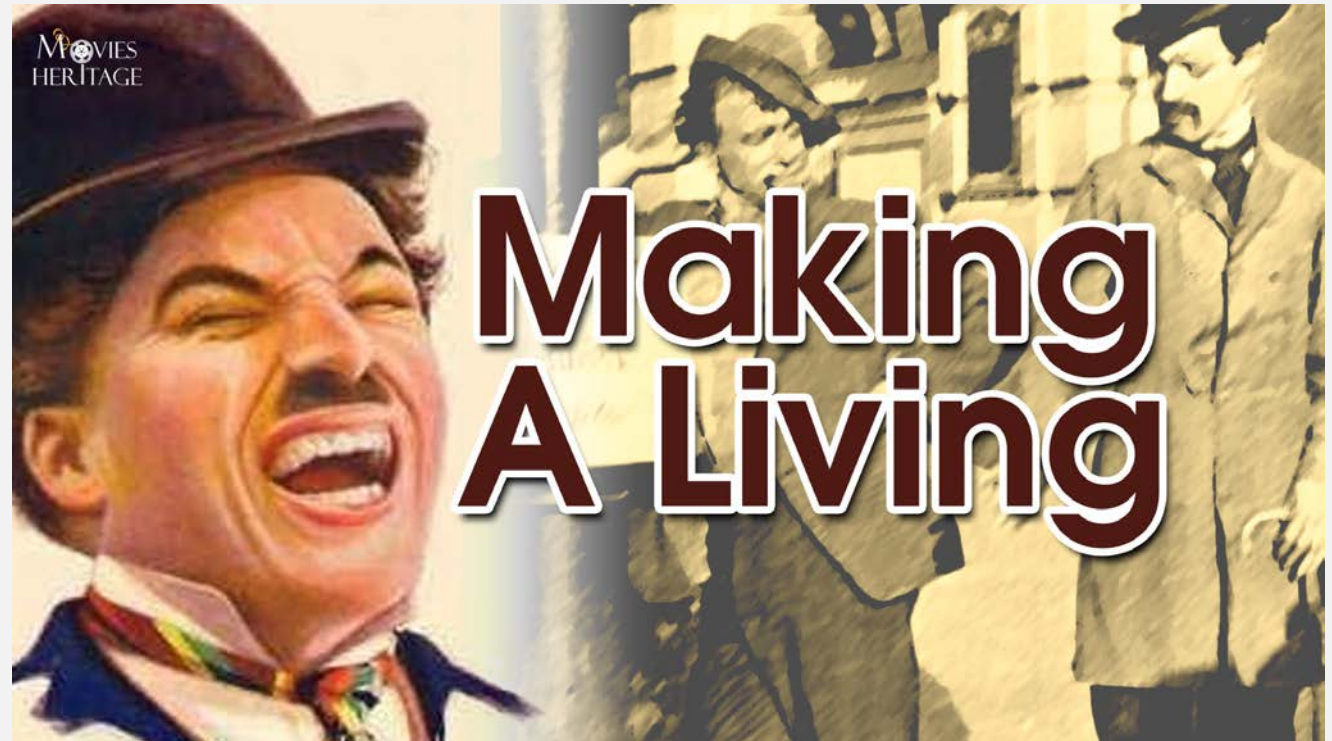
Boxboro (Fall) – 8<sup>th</sup> year, 130 exhibitors, 500 buyers





# 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



# YOUR CUSTOMER ENGAGEMENT

RETAIL:  
ONE AND DONE



VS

WHOLESALE:  
RELATIONSHIP



RETAIL VS  
WHOLESALE:

## 3. PRICING

**Margins**

**Customers**

**Cash flow**



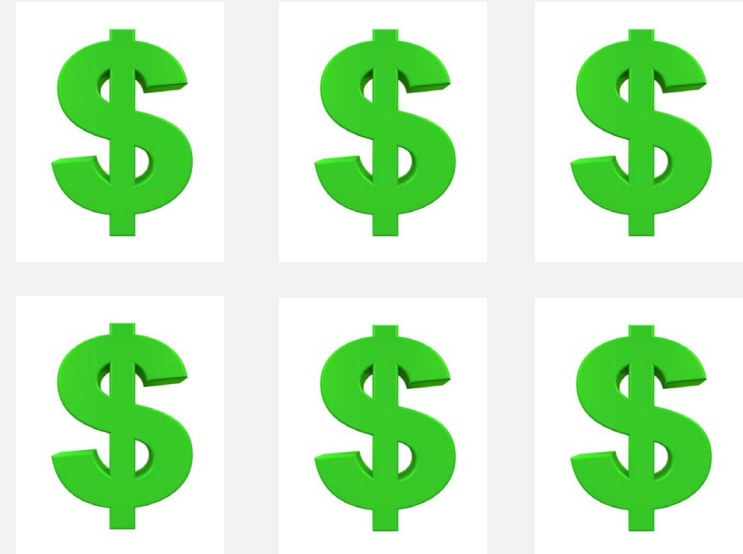
# PRICING

RETAIL:  
HIGHEST MARGINS



VS

WHOLESALE:  
VOLUME PRICING



# CUSTOMERS

RETAIL:  
ALWAYS SEEKING



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VS

WHOLESALE:  
ESTABLISHED RELATIONSHIPS



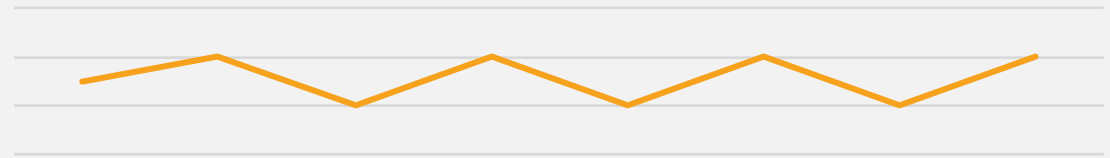
# CASH FLOW

RETAIL:  
LESS STABILITY



VS

WHOLESALE:  
MORE PREDICTABLE



RETAIL VS WHOLESALE:

# 4. PRODUCTION

How you produce  
Capabilities



# HOW YOU PRODUCE

RETAIL:  
CUSTOM

VS

WHOLESALE:  
UNITS





# PRODUCTION CAPABILITIES

RETAIL:  
LIMITED



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VS

WHOLESALE:  
SCALABLE



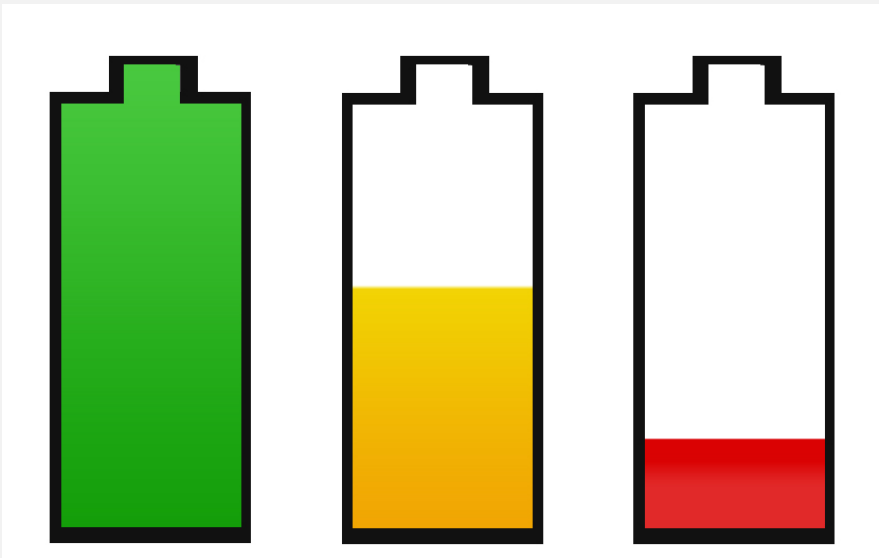
RETAIL VS WHOLESALE:

# 5. PROFITABILITY



# PROFITABILITY

RETAIL:  
LIMITED



VS

WHOLESALE:  
SCALABLE



RETAIL VS WHOLESAL:

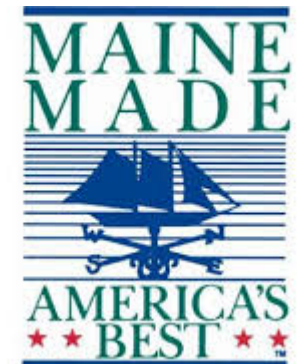
## 6. CHALLENGES



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- 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



# Thank you! Questions?

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