

# Manufacturer **VS.** Wholesaler

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## MANUFACTURER

- Their **site is usually awful**
- You can **customize**
- You can make just about **anything**
- You can **brand it** with your shop
- You usually have to **wire or PayPal**
- You *always* need to **get a sample**
- They usually **don't display** any of their products
- They usually **don't have a check out button** on their site
- They take **longer to ship** because they are making the items for you

## WHOLESALE (Middle Man)

- They **ship quickly**
- You **can't customize**
- You buy **what they offer**
- They can have **higher prices**
- More **commodity**
- More **competition**
- You can usually **shop easily online**
- **They display** all of their products

