

2014 SMALL BUSINESS Wholesale & Retail

Small Business is There at Each Step!

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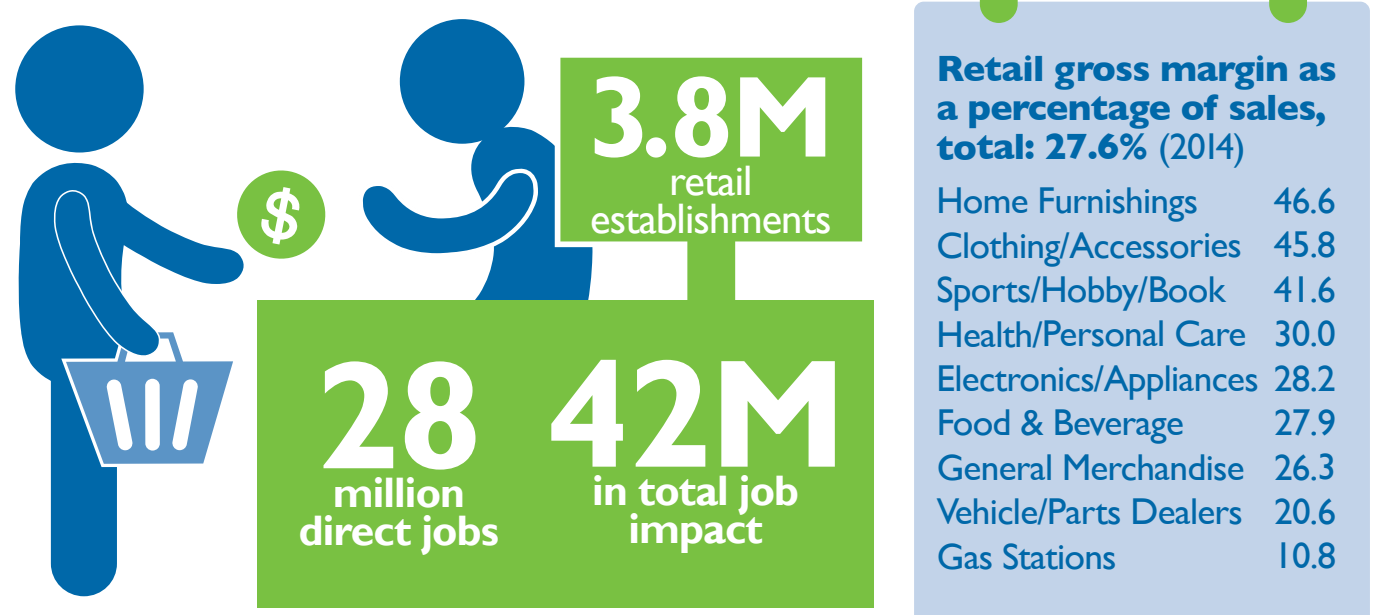
It Starts With Wholesalers...



The gross margins are pretty good:

Durable goods (average)	23.5	Nondurable goods (average)	12.2
Furniture and Home Furnishings	30.4	Apparel, Piece Goods, and Notions	30.7
Machinery, Equipment, and Supplies	28.0	Beer/Wine/Alcoholic Beverages	26.7
Electrical Goods	24.3	Paper and Paper Products	21.0
Lumber/Construction Materials	22.6	Groceries and Related Products	13.5
Computers/Peripherals/Software	20.9	Drugs and Druggists' Sundries	7.8
Motor Vehicles/Parts/Supplies	19.0	Petroleum and Petroleum Products	4.0

...Then Retailers Rack It All Up...



... & Consumers Shop Main Street To Help Their Local Economy!



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SOURCES:

- The National Retail Federation: <https://nrf.com/advocacy/retail-facts-and-stats/US>
- The American Express OPEN Small Business Saturday Consumer Pulse (July 2011) https://c401345.ssl.cf1.rackcdn.com/pdf/SBS_Consumer_Pulse_Fact_Sheet.pdf
- United State Census: Wholesale Trade: <https://www.census.gov/wholesale/index.html>
- United State Census: Retail Trade: <https://www.census.gov/retail/index.html#ecommerce>