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# It Starts With Wholesalers...

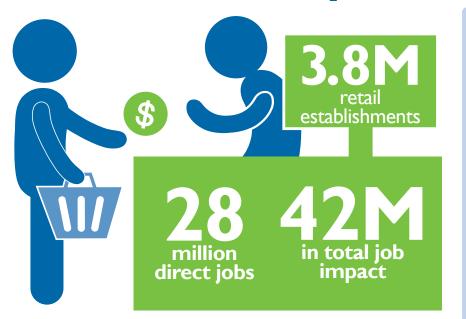


### The gross margins are pretty good:

### **Durable goods (average)**

- Furniture and Home Furnishings Machinery, Equipment, and Supplies Electrical Goods Lumber/Construction Materials Computers/Peripherals/Software Motor Vehicles/Parts/Supplies
- 23.5 Nondurable goods (average) 12.2 30.4 Apparel, Piece Goods, and Notions 30.7 28.0 **Beer/Wine/Alcoholic Beverages** 26.7 24.3 21.0 Paper and Paper Products 22.6 **Groceries and Related Products** 13.5 20.9 Drugs and Druggists' Sundries 7.8
- 19.0Petroleum and Petroleum Products4.0

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



#### Retail gross margin as a percentage of sales, total: 27.6% (2014)

Home Furnishings 46.6 Clothing/Accessories 45.8 Sports/Hobby/Book 41.6 Health/Personal Care 30.0 Electronics/Appliances 28.2 Food & Beverage 27.9 General Merchandise 26.3 Vehicle/Parts Dealers 20.6 Gas Stations 10.8

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



87% believe small businesses are a crucial element of the overall U.S. economic health

**89%** agree that locally-owned, independent businesses contribute positively through taxes and jobs

73% consciously shop at small businesses in their community because they do not want them to go away



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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