

# **PROJECT REPORT**

## **1.Introduction:**

### **1.1 Overview**

Wholesale means that a business buys goods in large quantities directly from manufactures or distriutors,warehouse them ,and resells them to other business.Due to high volume purchase orders, those in wholesale are typically able to buy products at a lower price and add their margins. Wholesale supply means that the customers can purchase products at a good price.

#### **Benifits of Wholesale:**

1.Save money-By buying products in bulk you can save money through discounts that wholesale get with larger orders.This means that you can get products for less while selling them for more.Depending on how much you invest initially you can get ahead of competitors through buying and selling in sheer volume.

2.Build a network of supplies-Those in wholesale need a good networkof suppliers and manufactures that they can rely on.Deliveries must be on time ,products must be to a high standard ,and relationships honoured ,to make sure that the business runs smoothly for a wholesaler.

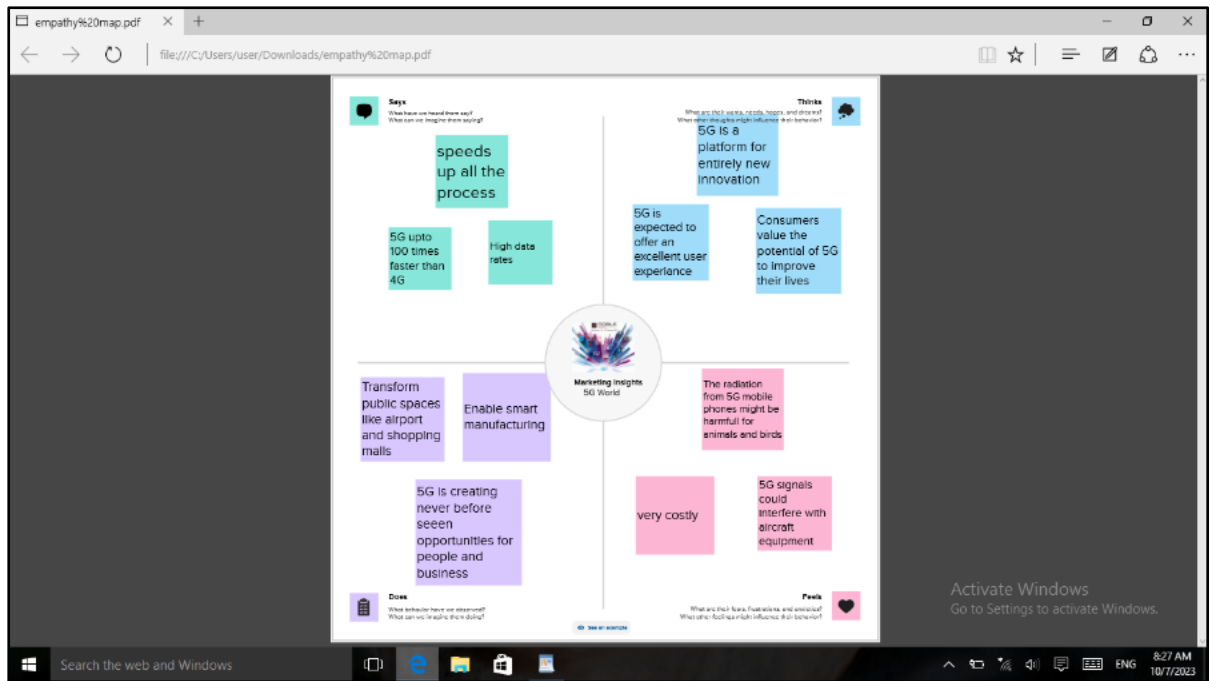
### **1.2 Purpose**

Overall,being a wholesaler customer provides numerous advantages ,including cost savings,profitability,supply chain efficiency ,product variety,market reach ,relationship building,and customizing opportunities.These factors contribute to the success and growth of wholesale business.

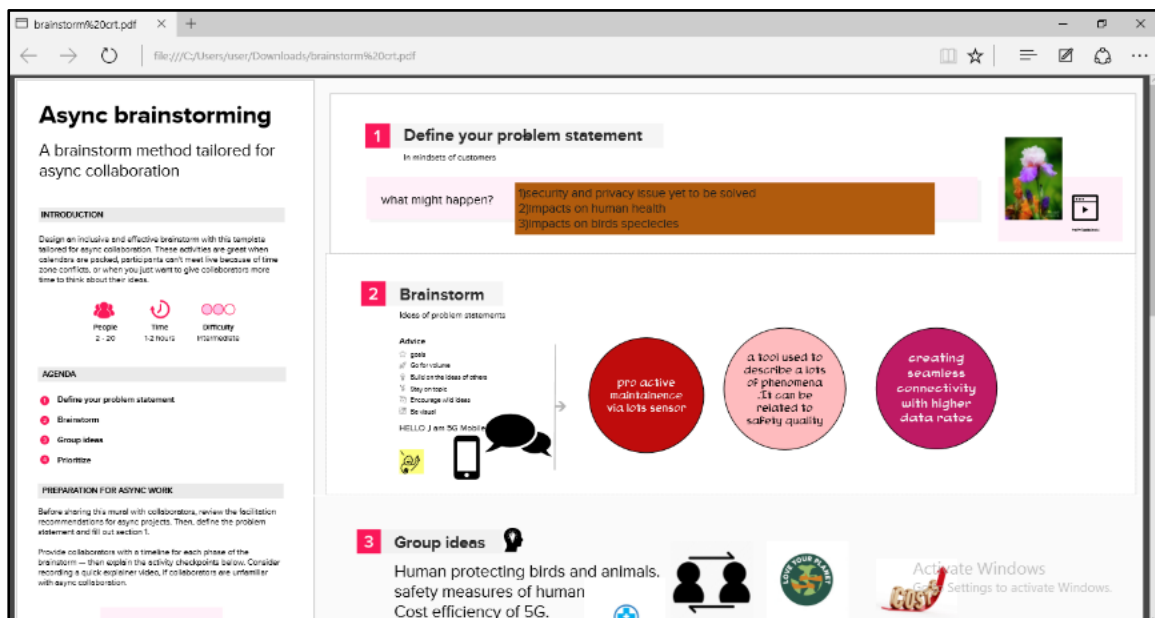
## **2.Problem definition and design Thinking**

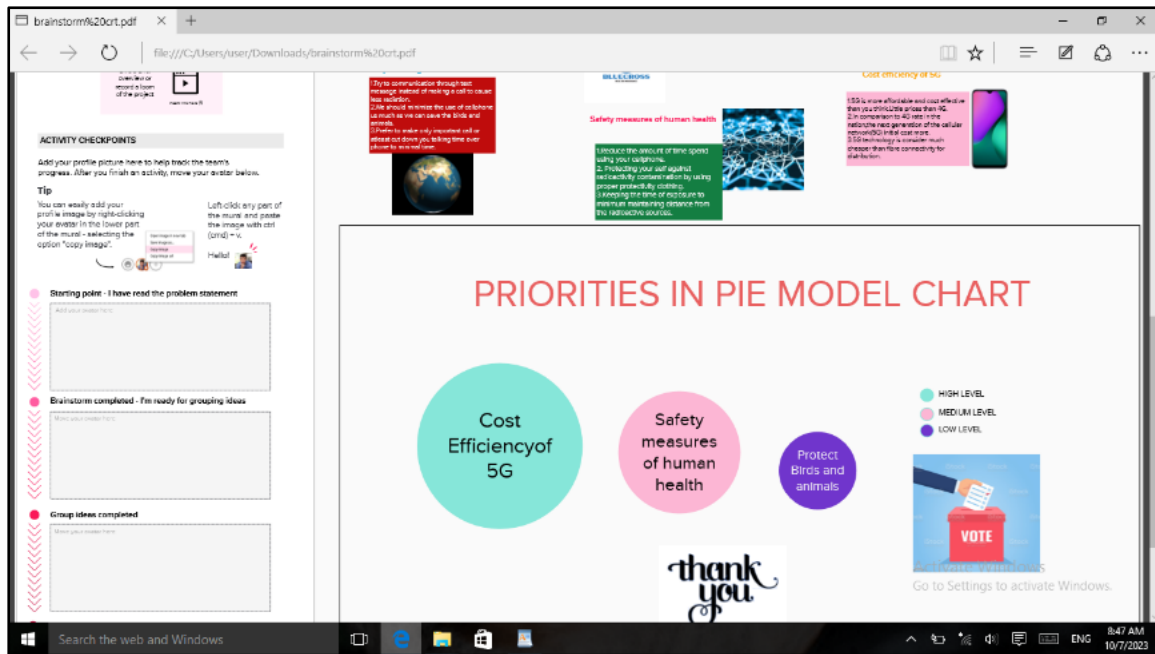
### **2.1 Empathy Map**



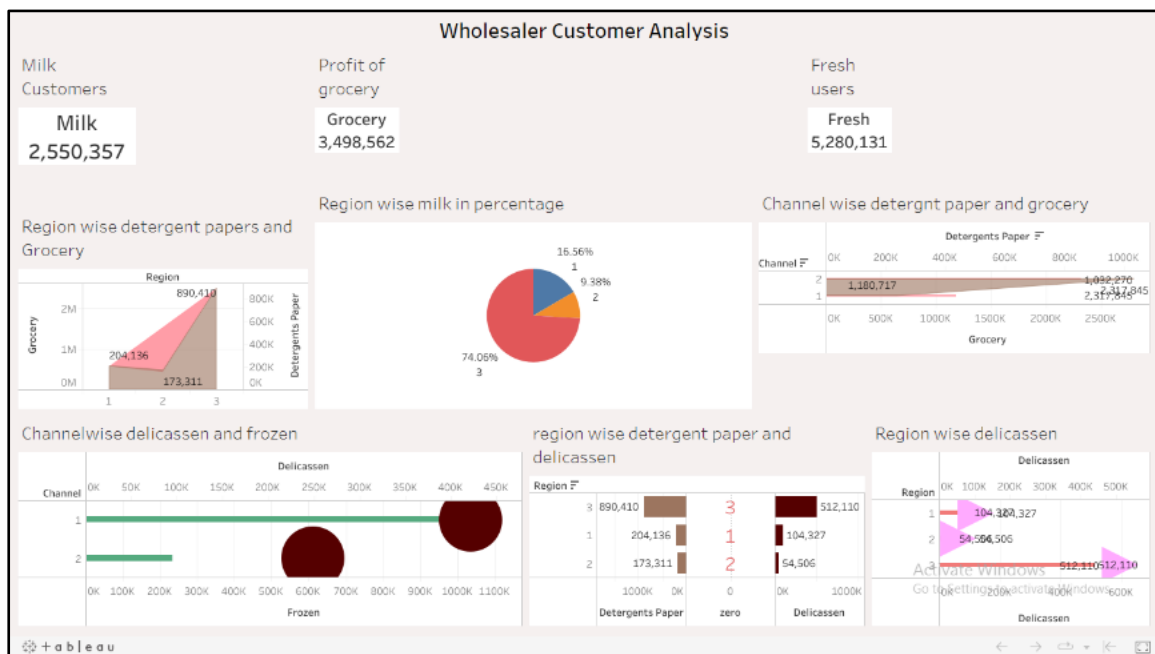


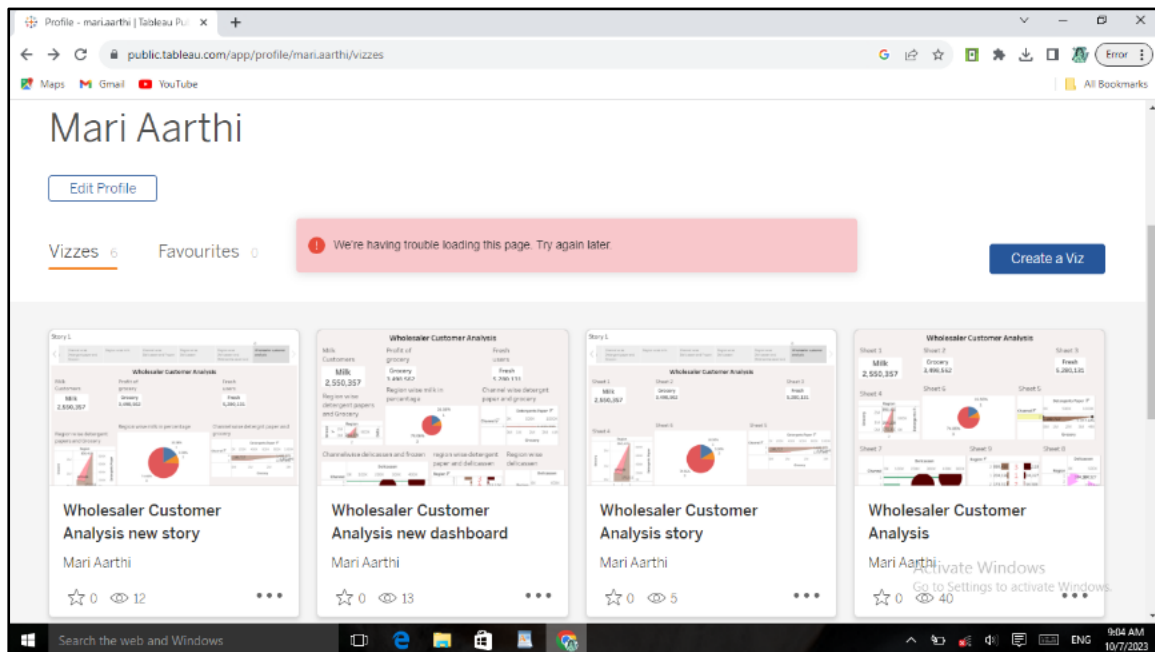
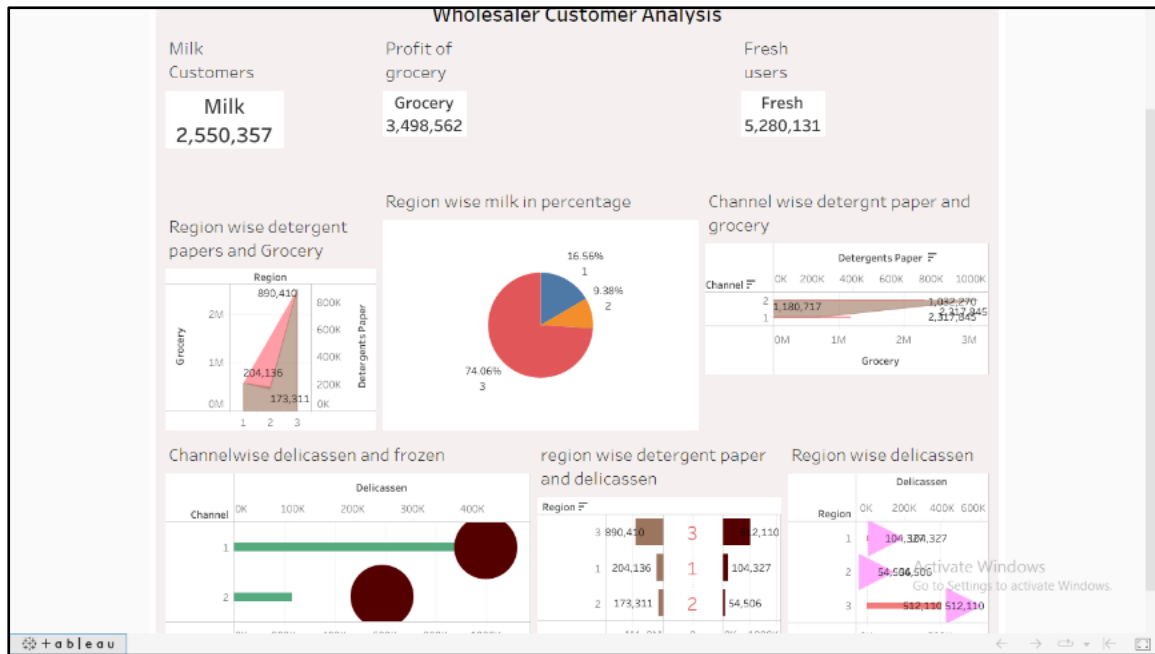
## 2.2 Identification & Brainstorming Map





### 3.Result





## 4. Advantages and Disadvantages

Overall ,Wholesale offers numerous merits ,including cost saving,increased profit margins,a wide product range ,streamlined supply chain management ,Relationship building ,market isights ,business support and opportunities ifor market expansion.

Increased efficiency ,productivity,fair competition ,and innovation are key advantages of a market economy.On the otherhand ,the disadvantage of a market economy are intense competitions,environmental degradation and economic disaparities.

## 5.Applications

Cost savings:

Wholesale allows business to benefit from economies of scale. By purchasing goods in large quantities, wholesalers often receive sustainable discounts from manufacturers or suppliers. These cost savings can be passed on to retailers or customers, resulting in competitive pricing and increased affordability.

#### Increased Profit Margins:

Wholesalers typically purchase goods at lower prices than retailers, enabling them to achieve higher profit margins. By buying products in bulk and selling them in smaller quantities at a higher price, wholesalers can generate significant profits.

## 6. Conclusion

In conclusion, Wholesale customers are instrumental in driving revenue, building relationships, and ensuring supply chain efficiency for businesses. By understanding their needs, providing competitive pricing, and delivering exceptional service, companies can develop mutually beneficial partnerships with wholesale customers and secure long-term success in the wholesale market.

## 7. Future Scope

In summary, the future of wholesale customers looks promising with growing demand, e-commerce advancements, globalization, focus on efficiency, sustainability, personalization, and product diversification. To thrive in this evolving landscape, wholesale customers must embrace digital transformation, adopt sustainable practices, and prioritize customer satisfaction.

## 8. Appendix

It helps demonstrate the customer base of a company, provides insights into the distribution channels and market reach, can be used to analyse sales trends, customer segmentation, or potential growth opportunities.

