If I were to recommend either drop shipping or affiliate marketing to the group as a means of selling acoustic guitars online, I would probably recommend that they should go with drop shipping. For my quantify and compare sheet I compared the time investment, skill requirements, and customer relationships between the two business models to determine what I would choose in their shoes. For time investment, I was considering the lowest time investment to be the best for the group, as less time required to make money seemed better to me. I figure that with affiliate marketing, the setup process would probably take about the same amount of time, as far as deciding on products, and setting up your site to be able to start your affiliate program. Where I say that it would be a larger investment is because normally with affiliate programs, you are convincing others to buy a product, and you would have to do a lot of research about each product you wish to sell in order to have enough information to convince them they would like to buy the exact product you are recommending, and use the link that you’ve provided to do it. Drop shipping also would require extra work after setup, but a lot of that would include marketing, which would also be important for affiliate work. For skill requirements I figured that the more skill required, the worse. This decision was based on the fact that it would take even more time to learn the skills needed to run the business if it had a larger need for skills. With affiliate marketing, it again went back to having to convince your customers to buy your product, which can require a lot of expertise. For drop shipping, you don’t have to know as much about your products because if they are on a website ready to buy, then they won’t need as much information because if they were going to do their research they probably already have, especially with something like guitars. Last, I thought customer relationships would be higher with drop shipping because you are actually able to have communication with those who buy from you and resolve any issues that might come up with the purchase, but with affiliate marketing you aren’t the one who is actually selling the product, so if something happens or someone buys something based off your recommendation then there isn’t much that you can do to resolve the issue.