If you were in Joe’s shoes, which supplier would you recommend?  
If I were in Joe’s shoes I would probably go with Alibaba as my option if I were selling sunglasses. This is mostly because of the options of filters, the average price of sunglasses on the site, and the lower minimum order totals. I chose these criteria because I figure as a small company having the ability to find exactly what they are looking for with the filters available on the sites. If they do enough research, they can probably find the exact type of sunglasses that will sell best for them, and being able to filter their options down to match what they are going to sell to only see relevant options will be very helpful in saving time. There is still a good selection of filters on Olympic Eyewear, but there are many more on Alibaba. It is also important for them to get the best value for their money, so having more affordable options is a huge plus. There are many more options on Alibaba than on Olympic Eyewear and most of them are much cheaper than the options on the latter site. This will help them save their money and possibly have a higher margin on each sale, making them more money. If they were worried about the prices meaning the product was a lower quality, then they could still look at the more expensive options on Alibaba, because there is still quite a large selection. The most important criterion to me is that they have lower minimum order amounts, which means that the company doesn’t have to buy many of each style if they aren’t sure that it will sell well. If they are a small company, then they may want to test product options, and buying a few and seeing how they sell would be a great idea. There are a few other things that could influence the decision as well, like shipping times and prices, which are probably longer and more expensive on Alibaba as it is an international site, but while Alibaba does show shipping estimates and costs, Olympic Eyewear doesn’t show the estimates and so I can’t be sure that they actually do have better prices.