



WHOLESALE SHOWDOWN

What is the best option for your store?



TRUCKLOAD
V.S
CASE



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TRUCKLOAD

What is it?

Truckload purchasing involves buying large quantities of product. Often full pallets or an entire truckload from a wholesaler.

Benefits

- Lower cost per unit through volume purchasing
- Reduced freight costs per item
- Fewer deliveries to schedule and receive
- Ideal for high-demand staple products

Considerations

- Higher upfront investment
- Requires sufficient storage space
- Increased risk of excess inventory if products move slowly



CASE

What is it?

Case wholesale allows retailers to purchase products one case at a time rather than committing to pallet or truckload quantities.

Benefits

- Lower initial investment
- Greater flexibility when ordering
- Easier to introduce new or seasonal products
- Helps reduce overstock and shrink

Considerations

- Higher cost per unit
- More frequent ordering may be necessary
- Shipping costs can add up over multiple smaller order

