



So you're thinking  
of going into  
wholesale



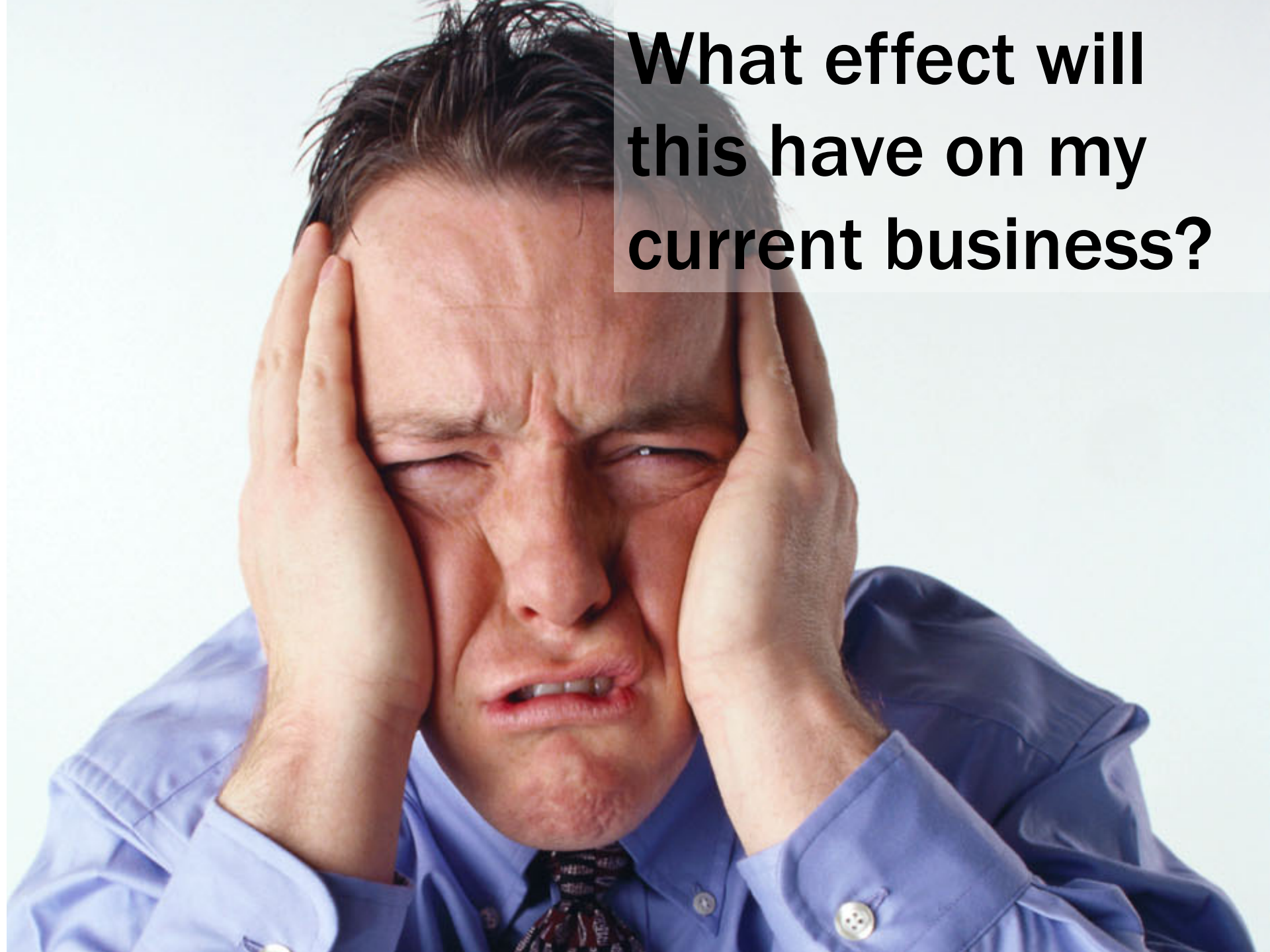
Demand

Economies of scale

Smooth out demand cycle

Ambition

**WHY do you  
want to do it?**

A close-up photograph of a man in a blue dress shirt and a patterned tie. He has a distressed expression, with his eyes squeezed shut and his hands pressed against his temples. The background is plain white. A semi-transparent grey box is overlaid on the top right of the image, containing the text "What effect will this have on my current business?".

**What effect will  
this have on my  
current business?**

# Intangibles

