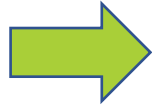


The Supply Chain



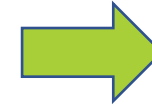
The **Manufacturer** is where the product is made. They can either design their own products to sell or be requested to make a specific product for someone.



A **Wholesaler** is a middle man for some products. This can also sometime be accessed by a shopper direct. Products are sold in large amounts.



The **Retailer** is the shop or person that stocks the items we may wish to buy. These can be online, specialist or on the high street.



The **shopper**, that's you and me. We have a need or desire for a product and head to the retailer to buy it.