

	<b>Transport and Warehousing (Logistics Service Provider - LSP)</b>	<b>Sales, Marketing &amp; Distribution Agent (SMD)</b>	<b>Wholesaler</b>
<b>Ownership of Product</b>	Do not take title	Some take title and assume risk of ownership	Take title and assume risks of ownership
<b>Payment</b>	Paid based upon a contract for services	Paid based upon a formula or contract for commission	Buy from supplier at price A and sell to customer at price B, making a margin of B-A
<b>Services Offered</b>	Warehousing Transport Order Processing Packing and Labelling	Focused Sales & Marketing Warehousing (could be 3 <sup>rd</sup> party) Transport (could be 3 <sup>rd</sup> party) Order Processing Packing and Labelling (some) Invoicing (depends upon ownership)	Sales & Marketing Warehousing Transport Order Processing Packing and Labelling (some) Invoicing
<b>Regional Territory</b>	Region defined by client	Region defined by client, usually national	Region can be anywhere within Ireland, wherever the wholesaler operates
<b>Product Constraints</b>	Contract could be dedicated or shared user. If shared user then competitors products could be managed	Usually restrict products within a given range to give focus, but not always.	Free to sell whatever customers require. Only limited by cost of range. Some wholesalers specialize in certain products (eg cheese) or customer types (eg deli's and farm shops)
<b>Other Terms Used</b>	Warehousing & Transport Operator Haulier Distributor	Sales Agent Distributor Broker Importer Non Merchant Wholesaler	Distributor (incorrect) Cash & Carry (special type)
<b>Customers</b>	Could deliver to anyone, including consumers	Sell to all customer types, including wholesalers	Sell to retailers or foodservice outlets. Would tend not to sell to other competing wholesalers, but may if small or regional

