**Wholesalers in a Private Enterprise System**

**Independent Practice Assignment Sheet**

**Wholesale Franchise/Cooperative Research Assignment #1:**

Identify and conduct research on one wholesale franchise or cooperative. Then prepare a report that identifies when and how the franchise/cooperative was started, the reasons it was formed, how it has expanded and changed over the years, and future plans for the organization. A picture of the company’s logo should be included in the report.

**Develop a Sales Presentation Assignment #2:**

You are a sales representative for a full-service merchant wholesaler. You are contacting a new restaurant owner who does not currently use a wholesaler. The owner purchases fresh foods from local growers and buys most other products and supplies from a local wholesale member club or online from other businesses. Prepare a three-minute sales presentation on the benefits to the owner when using your wholesale business for all purchases rather than the current practice.

**Design a Display for a Wholesaler Assignment #3:**

Play the role of a wholesaler and design an in-store display for a soft drink, potato chips, or other type of snack food for the Super Bowl. You will show their display in a class presentation. You may also use a PowerPoint to describe the display provided by the wholesaler.

**FUN FACTS DISPLAYED**

According to the 2002 U.S. Economic Census report, 435,521 U.S. wholesalers generated sales of more than $4.6 trillion dollars. At the same time, 1.1 million retail businesses reported total U.S. sales of just under $3.1 trillion. Wholesalers generated one-fifth of their total sales in foreign markets. Display this information in a visual format that is easy to comprehend.