

	Brand / Vendor	Retailer / Merchant	Retailer with Brand Shop in Shop / Capex	Marketplace - Fulfilled by Merchant	Marketplace - Fulfilled by Vendor / Dropship	Wholesaler / Distributor	Off-price Retailer
Retail Selling Price (MSRP)	Brand	Retailer	Retailer	Retailer	Brand	Brand	Retailer
Inventory	Brand	Retailer	Retailer	Retailer	Brand	Wholesaler	Retailer
Marketing	Brand	Retailer	Retailer + Brand	Retailer or Brand	Brand	Brand or Wholesaler	Retailer