

<i>Question</i>	<i>Response</i>
Why do you want to add a wholesale channel?	
When do you want to start?	
Do you have the financial stability and resources to support wholesale expansion?	
Are you prepared to establish a new set of operations for your brand? This includes supply chain infrastructure, logistics, sales person or distribution partner, marketing and social media partners.	
Are you ready to meet the requirements of your desired retail partners? This includes meeting minimum order production quantities, production costs, meeting factory capacity requirements, warehousing, shipping and logistic costs.	
Do you have the technology infrastructure to support wholesale expansion? This includes but is not limited to an order management system, product lifecycle management (PLM), planning system (not excel), and so on.	