

		charge relatively high prices for F&F according to what the clothing is and how it looks, so therefore they have to consider the manufacturer less, as the profit margins are larger.
Storage requirements	In terms of storage, both sets of product would be stored in a warehouse for a period of time, due to the item waiting to be sold either to a retailer or to a consumer.	In terms of storage and requirements, there are many differences between the two. Firstly, F&F would store their clothes in a separate warehouse in the UK, and would transport the clothes to separate stores, and from there the stores would then store their share of the clothes in the back of their store, and take them out when they are low in stock. However, for the coffee shop this would be different. The food would be stored in a chilled wholesaler warehouse for a period of time to keep the freshness, until a retailer buy some of the stock, and they would then be able to keep the food for at most three days until they have to throw it away, as it wouldn't be fit for the customer to eat. Also, for clothing, they would be able to store a larger amount of clothes in the warehouse, they can keep them there for months, until the stock is gone, or the clothes are out of range, whereas the time period for the food is much shorter, so therefore they would stock far less, to ensure there is less wastage, and so the wholesaler doesn't lose money as a result of

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