

## THE KUSIKUY WHOLESALER

**What's it like to work with KUSIKUY?** Here's what our customers say.

- **Quality:** 94% Good-Excellent – “Nice colors, high quality knitting, beautiful, soft”
- **Service:** 93% Good-Excellent - “Friendly, personable, experienced, available, quick, good info on back orders”
- **Profit Margin:** 95% Fair-Excellent “very competitive market, high quality”

**Why are stores carrying KUSIKUY? (in order of response)**

- Fair Trade status
- Alpaca qualities
- Organic certification
- Fashion forward style

**Who is buying KUSIKUY in these stores?**

- Women: 78%
- Who are affluent (37%) and middle class (54%)

**Who are these stores?**

- Surprisingly 50% of our wholesale customers are **small, new stores**. This would make sense. The Fair Trade industry is now growing at 60% - 70% a year. As the demand for safe, equitable, just, organic clothing and goods grows, new stores are opening all across America to bring unique, thoughtfully made, products like KUSIKUY knits to the meet the public's needs. KUSIKUY is sensitive to the needs of new companies and offers flexible buying options, and sales and marketing support.
- The other half of the KUSIKUY customer base are larger, established businesses and private designers. KUSIKUY is experienced in meeting the complicated shipping and delivery needs of larger companies including special labeling, packaging, skus, delivery, etc. Our knitting capacity is 500 sweaters a month.