Sample Wholesale Customer Profiles

(can be used instead of sample consumer profiles)

Customer Profile #1: Wholesale grocery buyer at a small natural foods store

Bio:

- **Age:** 42
- **Sex:** Male
- **Life Stage:** Mid-career professional, married with two school-aged children
- **Location:** Large city

Pain Point / Problem to Solve:

Needs consistent, high-quality, local and specialty products that appeal to health-conscious shoppers while staying within the store's limited wholesale budget. Struggles to find suppliers who can deliver reliably in small quantities without high shipping costs.

Product / Service / Experience He Buys / Uses:
Orders fresh produce, specialty cheeses, shelf-stable natural groceries, and locally made value-added products like salsa, honey, and baked goods for the store. Prefers items with strong local or regional branding and clear labeling for dietary preferences (organic, non-GMO, gluten-free).

Behavior / Usage:
Places weekly orders, typically early in the week to restock before the weekend rush. Tracks sales data closely to rotate in seasonal or trending items. Often tests small batches before committing to larger orders. Values personal relationships with vendors and expects responsive communication.

Why He Buys from You:

- Consistently delivers high-quality, locally sourced products.
- Flexible minimum order quantities that work for a small store.
- Quick, clear communication and willingness to suggest new products based on customer demand.
- Reliable delivery schedule.

Best Ways and Times to Reach Him:

- **Best Way:** Email with a clear, concise product list and pricing, plus occasional phone check-ins for relationship building.
- **Best Time:** Tuesday or Wednesday mornings before the store opens to customers, when he's reviewing inventory and placing orders.

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Customer Profile #2 – Younger Co-op Grocery Buyer

Bio:

- **Age:** 29
- **Sex:** Female
- **Life Stage:** Early career, single, active in local food and sustainability initiatives
- **Location:** Small city

Pain Point / Problem to Solve:
Wants to stock affordable, healthy, and ethically sourced products that match the co-op's mission, but has a very limited budget and little storage space. Needs vendors who can deliver smaller, more frequent orders and are open to collaborative promotions.

Product / Service / Experience She Buys / Uses:
Organic produce, fair trade coffee and tea, plant-based snacks, locally made personal care items (soaps, lotions), and eco-friendly household products. Looks for items with strong environmental or community impact stories.

Behavior / Usage:
Orders twice a week in smaller quantities to keep inventory fresh and reduce waste. Uses Instagram and Facebook heavily to promote new products to co-op members. Likes vendors who can provide photos, stories, and promotional content.

Why She Buys from You:

- You offer products that align with co-op values (sustainably produced, local when possible).
- Willingness to work with her on flexible delivery schedules and small minimum orders.
- Provide marketing materials that she can use in-store and online.

Best Ways and Times to Reach Her:

- **Best Way:** Text message or direct message on Instagram for quick updates; follow-up email for detailed info.
- **Best Time:** Mid-morning on Mondays or Thursdays before member volunteer shifts begin.

Customer Profile #3 – Established Specialty Store Buyer

Bio:

- **Age:** 55
- **Sex:** Male
- **Life Stage:** Experienced retailer, married, owns home, active in the chamber of commerce
- **Location: Rural area**

Pain Point / Problem to Solve:
Needs dependable suppliers who can keep up with the store's seasonal demand spikes (especially during winter holidays and summer tourist season). Frustrated by inconsistent delivery schedules and quality issues from certain distributors.

Product / Service / Experience He Buys / Uses:
Artisanal cheeses, cured meats, locally produced honey, jams, baked goods, and high-end packaged snacks. Prefers products with attractive, gift-ready packaging that appeals to tourists and locals buying for special occasions.

Behavior / Usage:
Orders large quantities ahead of peak tourist weekends and holidays. Less concerned about price, more focused on quality, presentation, and reliability. Will drop a vendor quickly if deliveries are late or inconsistent.

Why He Buys from You:

- Reliable delivery and consistent product quality.
- Attractive, professional packaging that looks good on shelves.
- Ability to fulfill large seasonal orders without compromising quality.

Best Ways and Times to Reach Him:

- **Best Way: P**hone call to discuss orders and special seasonal needs, followed by a confirming email.
- **Best Time:** Wednesday afternoons after weekly sales reports are finalized.