

W02 – B2B or B2C

Apple – B2C and B2B

When you visit the Apple website, it is very evident that Apple markets directly to the consumer. They will even let you customize your selected product(s) and then quickly separate you from your money. The newest consumer products are front and center on the website enticing consumers with all the “latest and greatest” features. However, Apple is also a provider of “fleet” products for schools, businesses, healthcare, and governmental agencies; and sells to sellers such as Walmart, Best Buy, and Amazon.

Gammill – B2B (primarily) with select B2C

Gammill is the producer of a high-end specialized product (long-arm quilting machines) in a multi-billion-dollar industry. These are industrial-grade machines with a very specific purpose and are intended as a long-term investment. Many people purchasing these machines are doing so to start or grow a business. The five-digit pricing as well as the physical size of the machines frequently pushes the general consumer out of their target audience.

Piece N Quilt – B2C and B2B

Piece N Quilt offers a wide range of products (physical and educational) that are focused on machine quilting. They sell their educational products directly to the consumer from their website, but they also sell physical products such as books and rulers wholesale through a distributor to local quilt shops and online resellers like Amazon. Their products are geared to the general consumer but are created in a manner that businesses also benefit from.

My son, Kyle, laughed when he looked over my shoulder and saw me making a list under the heading “Favorite Brands.” The conversation that followed was priceless so this one is for him because as he stated, “your absolute favorite brand *should be* your own.”

Stacey Sansom Designs – B2C and B2B

Initially, I only intended to cater to the consumer market (B2C), however, there is an adage “see a need, fill a need” and thus catering to the small-business market (B2B) began. Clothing alterations and repairs are direct to the consumer and frequently a one-time occurrence. Sewing lessons are direct to the customer. I also do small-run manufacturing to small boutiques (B2B)

across the country and frequently offer patch sewing services for businesses such as the local martial arts school.