

# Distribution and Electronic Commerce



9th

Largest **distribution and electronic commerce** cluster in Florida.



9,218

Employed in the **distribution and electronic commerce** cluster.



1,064

Establishments in the **distribution and electronic commerce** cluster.



3.4%

Average annual employment growth in the **distribution and electronic commerce** cluster.



1,453

Job seekers from top 20 occupations in the **distribution and electronic commerce** cluster.

# Industry Overview

Southwest Florida is home to the ninth largest distribution and electronic commerce cluster in the state of Florida, based on employment. Employing some 9,218 people in the region, the distribution and electronic commerce cluster includes a diverse number of predominantly small companies engaged in wholesale activities such as farming, home furnishings, fruit and vegetable distribution, and the sale of both plants and garden equipment and sports and recreational goods. These companies typically employ less than 100 workers with only a three firms that employ over 250 workers are the backbone of many retailers, such as home and garden stores, groceries and many others that use or sell electronic products, household goods and office equipment. In all, there are 26 subclusters, categorized by NAICS codes.

Firms included in this cluster provide jobs for skilled technicians, builders, farm workers and gardeners active in agriculture, truck drivers, painters, machinists, and office support. Clearly, the type of necessary skills in this group is extremely varied, with wages and salaries starting at the minimum and higher. As this region continues to grow, the need for the services provided by these companies has been and will remain strong. This is evident in the employment growth numbers since 2009. Growth in this region was higher than that of the state (3.4 percent compared to 2 percent respectively) over the past six years. To be sure, many of these establishments individually employ small numbers of workers. However, the services they provide to support other larger companies are essential to the continued growth of a wide array of businesses. Some of the larger firms provide fire protection, landscaping and produce. As the population of this region continues to grow, each of these types of companies will be the beneficiaries of growing demand for their products and services.

## Economic Profile

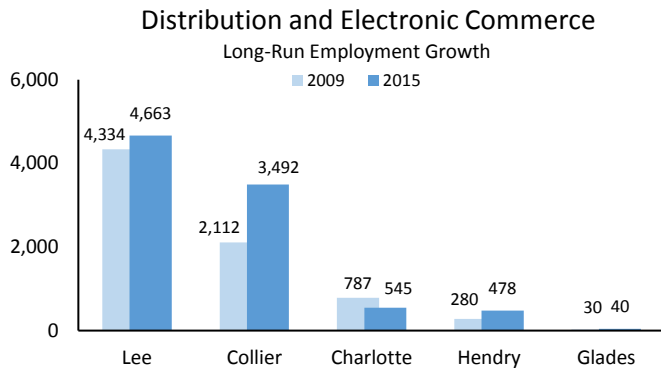
The distribution and electronic commerce cluster consists of 62 six-digit North American Industry Classification System (NAICS) codes, and 26 subclusters. This cluster includes a diverse group of wholesalers that buy, sell and distribute a wide range of products, such as apparel, books, drugs, metals and minerals, petroleum products, furniture, and toys. The cluster also includes firms that support e-commerce, and the rental and leasing of equipment. It is the third largest cluster in the five-county region of Southwest Florida, as measured by employment.

The five-county region ranked ninth in the state of Florida as the largest distribution and electronic commerce cluster in Florida, with an employment level of 9,218 in 2015. This cluster of 1,064 establishments in the five-county region accounted for about 3 percent of total employment in the state. In one year (2014-2015) employment decreased by a whopping 25 percent, compared to a 0.4-percent increase for the state. During the six-year period (2009-2015), the number of jobs in this cluster group grew at a robust pace of 22.2 percent, compared to only 10.3 percent for the entire state. The number of establishments in the cluster accounted for almost 4 percent of the total number of such establishments in the state. The location quotient for this cluster's employment relative to the state and the country were both less than one, implying that the concentration of employment in this region relative to the state and the country is lower.

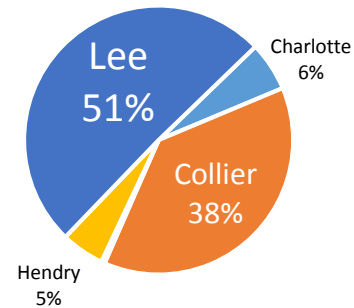
Distribution and Electronic Commerce Economic Profile		
	Southwest Florida	Florida
Employment, 2015	9,218	293,355
Number of Establishments, 2015	1,064	28,317
Short-run employment growth, 2014 to 2015	-25.0%	0.4%
Long run employment growth, 2009 to 2015	22.2%	10.3%
Average annual employment growth, 2009 to 2015	3.4%	2.0%
Workforce Region Employment Ranking, 2015	9th	--
Location Quotient, Relative to Florida, 2015	0.66	--
Location Quotient, Relative to United States, 2015	0.54	0.81

Source: County Business Patterns: 2015

# Employment by County



Distribution and Electronic Commerce Employment



Southwest Florida had a total of 9,218 employees in the distribution and electronic commerce cluster in 2015. Of the five counties, Lee County had the largest number of employees in this cluster in 2015 (4,663), accounting for over half of the total employment for the five-county region. Collier County had the second most employees in the cluster, with 3,492 employees (37.9 percent of total employment in the cluster). Charlotte County (545 employees, 5.9 percent of total employment), Hendry County (478 employees, 5.2 percent of total employment), and Glades County (40 employees, 0.4 percent of total employment) accounted for less than 12 percent of total employment in Southwest Florida.

Distribution and Electronic Commerce Employment		
By County		
County	Employment	Percent of Total Employment
Charlotte	545	5.9%
Collier	3,492	37.9%
Glades	40	0.4%
Hendry	478	5.2%
Lee	4,663	50.6%
<b>Southwest Florida</b>	<b>9,218</b>	<b>100.0%</b>

Source: County Business Patterns: 2015

Southwest Florida had a total of 1,064 establishments in the distribution and electronic commerce cluster in 2015. Lee County accounted for the largest number of establishments (603), of which about two-thirds employed less than five employees. The majority of the establishments in this cluster employed less than 50 employees as a whole. In Collier County, there were a total of 331 establishments, with 75.8 percent of these establishments having less than five employees. Most establishments in Collier County employed less than 50 employees, with one establishment employing between 500 to 999 employees. Charlotte County (99 total establishments, 74 employing less than five employees), Hendry County (27 total establishments, 12 employing less than five employees), and Glades County (four total establishments, two employing less than five employees) all followed similar trends, with majority of establishments having less than 50 employees.

## Distribution and Electronic Commerce Establishments

By County

County	Number of Employees in Establishment									Total
	1 to 4	5 to 9	10 to 19	20 to 49	50 to 99	100 to 249	250 to 499	500 to 999	1000+	
Charlotte	74	16	7	2	0	0	0	0	0	99
Collier	251	47	20	7	4	1	0	1	0	331
Glades	2	2	0	0	0	0	0	0	0	4
Hendry	12	9	2	3	0	1	0	0	0	27
Lee	402	94	60	34	9	2	2	0	0	603
<b>Southwest Florida</b>	<b>741</b>	<b>168</b>	<b>89</b>	<b>46</b>	<b>13</b>	<b>4</b>	<b>2</b>	<b>1</b>	<b>0</b>	<b>1,064</b>

Source: County Business Patterns: 2015

Southwest Florida had an overall increase in employment from 2009 to 2015 in the distribution and electronic commerce cluster, with a 3.4 percent average annual increase over the time span. Employment growth in the distribution and electronic commerce cluster grew for all but Charlotte County between 2009 and 2015. Hendry County, which had a total of 478 employees in the cluster, had the fastest growth rate (9.3 annual percent increase) in the region. Collier County had the second fastest annual growth rate, at 8.7 percent increase annually. Glades County, which only had 40 employees in the cluster, had a growth rate of 4.9 percent annually over the six-year period. Lee County had a small average annual growth rate over the six-year period, at 1.2 percent. Charlotte County was the only county with a decline from 2009 to 2015, with a 5.9 percent decrease annually.

## Distribution and Electronic Commerce Long-Run Employment Growth

By County

County	Employment		Percent Change	Average Annual Percent Change
	2009	2015		
Charlotte	787	545	-30.7%	-5.9%
Collier	2,112	3,492	65.3%	8.7%
Glades	30	40	33.3%	4.9%
Hendry	280	478	70.7%	9.3%
Lee	4,334	4,663	7.6%	1.2%
<b>Southwest Florida</b>	<b>7,543</b>	<b>9,218</b>	<b>22.2%</b>	<b>3.4%</b>

Source: County Business Patterns: 2015

# Employment by Subcluster

The table below shows employment in the 26 subclusters of the distribution and electronic commerce cluster. The wholesale of professional and commercial equipment and supplies was the largest subcluster in the region, employing 2,636 in 2015. This subcluster accounted for 28.6 percent of total employment in the cluster. The whole sale of food products was the next largest subcluster (888 employees, 9.6 percent of total employment), followed by electronic and catalog shopping (711 employees, 7.7 percent of total employment), wholesale of drugs and druggists' sundries (587 employees, 6.4 percent of total employment), and wholesale trade agents and brokers (434 employees, 4.7 percent of total employment).

Distribution and Electronic Commerce Employment By Subcluster		
Subcluster	Employment	Percent of Total Employment
Wholesale of Professional and Commercial Equipment and Supplies	2,636	28.6%
Wholesale of Food Products	888	9.6%
Electronic and Catalog Shopping	711	7.7%
Wholesale of Drugs and Druggists' Sundries	587	6.4%
Wholesale Trade Agents and Brokers	434	4.7%
Wholesale of Electrical and Electronic Goods	405	4.4%
Rental and Leasing	357	3.9%
Wholesale of Industrial Machinery, Equipment, and Supplies	354	3.8%
Wholesale of Metals and Minerals (except Petroleum)	343	3.7%
Wholesale of Farm Products and Supplies	324	3.5%
Warehousing and Storage	309	3.4%
Wholesale of Other Merchandise	292	3.2%
Wholesale of Construction and Mining Machinery and Equipment	259	2.8%
Wholesale of Sporting and Recreational Goods and Supplies	160	1.7%
Wholesale of Furniture and Home Furnishing	158	1.7%
Wholesale of Apparel and Accessories	148	1.6%
Wholesale of Chemical and Allied Products	133	1.4%
Wholesale of Paper and Paper Products	129	1.4%
Support Services	125	1.4%
Wholesale of Farm and Garden Machinery and Equipment	122	1.3%
Wholesale of Petroleum and Petroleum Products	101	1.1%
Wholesale of Transportation Equipment and Supplies (except Motor Vehicles)	82	0.9%
Wholesale of Service Establishment Equipment, and Supplies	69	0.7%
Wholesale of Jewelry, Watches, Precious Stones, and Precious Metals	42	0.5%
Wholesale of Books, Periodicals, and Newspapers	40	0.4%
Wholesale of Toy and Hobby Goods and Supplies	10	0.1%
<b>Total</b>	<b>9,218</b>	<b>100.0%</b>

Source: County Business Patterns: 2015

The table below shows a more detailed view of the number of employees in the 26 sub-clusters, disaggregated by type of establishment. The establishments are grouped by size in terms of number of employees. Of the 1,064 establishment, almost 70 percent employ under five employees. The subcluster with the most establishments of this small number of employees is wholesale trade agents and brokers, totaling 124. Close behind is the electronic and catalog shopping subcluster, with 112 establishments employing less than five workers. Only one establishment in this list employees between 500 to 999 workers, which falls under the wholesale of professional and commercial equipment and supplies subcluster.

## Distribution and Electronic Commerce Establishments

By Subcluster

Subcluster	Number of Employees in Establishment									Total
	1 to 4	5 to 9	10 to 19	20 to 49	50 to 99	100 to 249	250 to 499	500 to 999	1000+	
Electronic and Catalog Shopping	112	15	11	3	1	1	0	0	0	143
Wholesale Trade Agents and Brokers	124	11	4	4	0	0	0	0	0	143
Wholesale of Professional and Commercial Equipment and Supplies	73	13	10	6	1	0	1	1	0	105
Wholesale of Industrial Machinery, Equipment, and Supplies	47	10	7	3	0	0	0	0	0	67
Wholesale of Electrical and Electronic Goods	41	16	5	1	2	0	0	0	0	65
Wholesale of Other Merchandise	34	13	9	1	0	0	0	0	0	57
Wholesale of Food Products	33	8	3	2	4	2	0	0	0	52
Rental and Leasing	31	9	8	4	0	0	0	0	0	52
Wholesale of Farm Products and Supplies	27	8	2	4	0	0	0	0	0	41
Wholesale of Chemical and Allied Products	28	6	1	0	0	0	0	0	0	35
Wholesale of Drugs and Druggists' Sundries	18	7	1	5	0	0	1	0	0	32
Wholesale of Sporting and Recreational Goods and Supplies	15	12	4	0	0	0	0	0	0	31
Support Services	26	2	1	0	1	0	0	0	0	30
Wholesale of Furniture and Home Furnishing	19	3	4	1	0	0	0	0	0	27
Wholesale of Apparel and Accessories	20	2	1	3	0	0	0	0	0	26
Wholesale of Jewelry, Watches, Precious Stones, and Precious Metals	20	1	0	0	0	0	0	0	0	21
Wholesale of Metals and Minerals (except Petroleum)	10	2	5	1	2	1	0	0	0	21
Warehousing and Storage	11	4	2	2	1	0	0	0	0	20
Wholesale of Farm and Garden Machinery and Equipment	7	8	3	0	0	0	0	0	0	18
Wholesale of Construction and Mining Machinery and Equipment	7	5	2	3	1	0	0	0	0	18
Wholesale of Paper and Paper Products	11	1	2	0	0	0	0	0	0	14
Wholesale of Transportation Equipment and Supplies (except Motor Vehicles)	7	4	3	0	0	0	0	0	0	14
Wholesale of Petroleum and Petroleum Products	6	4	1	1	0	0	0	0	0	12
Wholesale of Service Establishment Equipment, and Supplies	7	3	0	1	0	0	0	0	0	11
Wholesale of Books, Periodicals, and Newspapers	6	1	0	1	0	0	0	0	0	8
Wholesale of Toy and Hobby Goods and Supplies	1	0	0	0	0	0	0	0	0	1
<b>Total</b>	<b>741</b>	<b>168</b>	<b>89</b>	<b>46</b>	<b>13</b>	<b>4</b>	<b>2</b>	<b>1</b>	<b>0</b>	<b>1,064</b>

Source: County Business Patterns: 2015

The table below shows the growth rate of employment over a six-year period in the 26 subclusters of distribution and electronic commerce. Overall, employment grew at 22.2 percent, or about 3.4 percent per year. The fastest growing subcluster was wholesale of drugs and druggists' sundries, which annually grew at well over 213.9 percent, or 21 percent annually. Some subclusters experienced declines, such as warehousing and storage, wholesale farm products and supplies, wholesale farm and garden machinery and equipment, and the rental and leasing subcluster. Other subclusters had faster rates of growth but smaller numbers of employees overall.

Distribution and Electronic Commerce Long-Run Employment Growth				
By Subcluster				
Subcluster	Employment		Percent Change	Average Annual Percent Change
	2009	2015		
Wholesale of Drugs and Druggists' Sundries	187	587	213.9%	21.0%
Wholesale of Professional and Commercial Equipment and Supplies	936	2,636	181.6%	18.8%
Wholesale of Jewelry, Watches, Precious Stones, and Precious Metals	30	42	40.0%	5.8%
Wholesale of Food Products	645	888	37.7%	5.5%
Electronic and Catalog Shopping	547	711	30.0%	4.5%
Wholesale of Sporting and Recreational Goods and Supplies	127	160	26.0%	3.9%
Support Services	100	125	25.0%	3.8%
Wholesale of Other Merchandise	249	292	17.3%	2.7%
Wholesale of Furniture and Home Furnishing	140	158	12.9%	2.0%
Wholesale of Apparel and Accessories	134	148	10.4%	1.7%
Wholesale of Industrial Machinery, Equipment, and Supplies	324	354	9.3%	1.5%
Wholesale of Chemical and Allied Products	135	133	-1.5%	-0.2%
Wholesale of Metals and Minerals (except Petroleum)	375	343	-8.5%	-1.5%
Wholesale of Service Establishment Equipment, and Supplies	76	69	-9.2%	-1.6%
Warehousing and Storage	344	309	-10.2%	-1.8%
Wholesale of Paper and Paper Products	145	129	-11.0%	-1.9%
Wholesale of Construction and Mining Machinery and Equipment	292	259	-11.3%	-2.0%
Wholesale of Farm and Garden Machinery and Equipment	140	122	-12.9%	-2.3%
Wholesale Trade Agents and Brokers	555	434	-21.8%	-4.0%
Rental and Leasing	480	357	-25.6%	-4.8%
Wholesale of Farm Products and Supplies	436	324	-25.7%	-4.8%
Wholesale of Transportation Equipment and Supplies (except Motor Vehicles)	129	82	-36.4%	-7.3%
Wholesale of Books, Periodicals, and Newspapers	70	40	-42.9%	-8.9%
Wholesale of Electrical and Electronic Goods	727	405	-44.3%	-9.3%
Wholesale of Petroleum and Petroleum Products	200	101	-49.5%	-10.8%
Wholesale of Toy and Hobby Goods and Supplies	20	10	-50.0%	-10.9%
<b>Total</b>	<b>7,543</b>	<b>9,218</b>	<b>22.2%</b>	<b>3.4%</b>

Source: County Business Patterns: 2015

# Workforce Ranking

The five counties representing the Southwest Florida region ranked ninth among all other regions in the state for employment in the distribution and electronic commerce cluster. This represent a little over 9,000 workers or 3.1 percent of the state’s total employment of 293,555 in 2015 in this cluster.

Distribution and Electronic Commerce Workforce Rankings		
Rank	Workforce Region	Employment Level
1	South Florida	62,700
2	Broward	40,887
3	Central Florida	35,349
4	Tampa Bay	28,087
5	Northeast Florida	22,774
6	Palm Beach County	19,777
7	Pinellas	16,702
8	Polk	12,637
<b>9</b>	<b>Southwest Florida</b>	<b>9,218</b>
10	Research Coast	8,988
11	Suncoast	6,050
12	Brevard	4,283
13	Flagler Volusia	4,076
14	Capital Region	3,490
15	North Central Florida	3,302
16	Citrus Levy Marion	3,149
17	Pasco Hernando	3,069
18	Escarosa	2,869
19	Heartland	1,810
20	Okaloosa Walton	1,403
21	Gulf Coast	1,200
22	Florida Crown	1,026
23	North Florida	927
24	Chipola	568

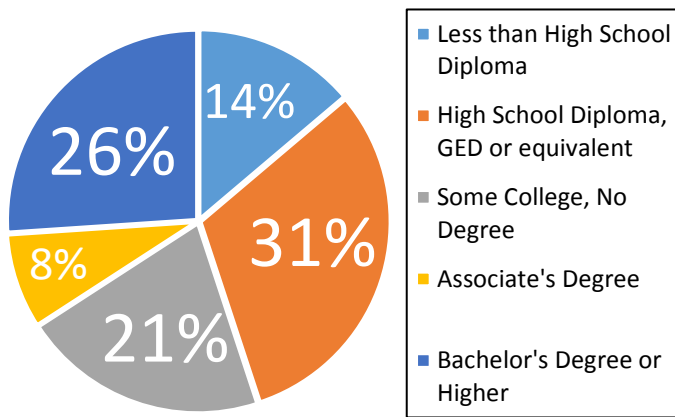
Source: County Business Patterns: 2015

## Workforce Profile

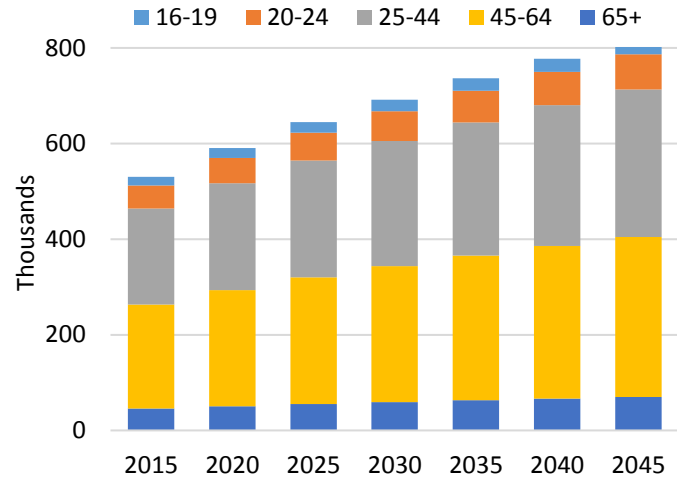
Many companies choose to operate in Southwest Florida due to its workforce. Of the region’s adult population, 26 percent have a Bachelor’s Degree or higher, while 86 percent have at least a high school diploma. Florida Gulf Coast University conferred 2,331 Bachelor’s Degrees to students during the 2015-2016 academic year, while Florida Southwestern State College, with its four campuses throughout the region, conferred 1,942 Associate’s Degrees and 341 Bachelor’s Degrees during the 2014-2015 academic year. Other educational institutions serving the area include Hodges University in Naples and Kaiser University in Fort Myers. Meanwhile, regional training programs, such as CareerSource Florida, provide training programs and certificates in numerous areas. Furthermore, the composition of the workforce is expected to change as the population grows over the next 25 years. Southwest Florida’s population is expected to grow 50 percent by 2045, expanding the region’s customer base while increasing its labor force by 54 percent.



## Educational Attainment



## Projected Labor Force



## Distribution and Electronic Commerce Occupations

By Total Employed

Occupation	Total Working Across All Industries	Number of Available Applicants	Number of Graduates	Entry Wage	Median Wage	Experienced Wage	Education Level
Office Clerks, General	8,666	176	0	\$9.24	\$12.43	\$15.85	High School/GED
Customer Service Representatives	7,443	463	0	\$10.90	\$14.67	\$17.28	Post Secondary Adult Vocational
Stock Clerks and Order Fillers	7,147	150	0	\$9.28	\$11.39	\$13.33	High School/GED
Bookkeeping, Accounting, and Auditing Clerks	5,279	111	38	\$11.88	\$16.47	\$19.84	Some College
Receptionists and Information Clerks	4,978	134	52	\$10.09	\$13.12	\$15.20	High School/GED
Sales Representatives, Services, All Other	4,473	41	0	\$14.06	\$25.08	\$39.93	High School/GED
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	4,395	22	0	\$12.27	\$20.79	\$38.58	Post Secondary Adult Vocational
First-Line Supervisors of Office and Administrative Support Workers	4,285	35	77	\$15.45	\$22.32	\$26.81	Some College
Business Operations Specialists, All Other	2,703	22	0	\$17.48	\$28.41	\$35.46	Some College
Billing and Posting Clerks	1,793	24	0	\$13.02	\$16.68	\$19.06	High School/GED
Counter and Rental Clerks	1,789	15	0	\$9.69	\$11.77	\$15.59	High School/GED
Shipping, Receiving, and Traffic Clerks	1,251	24	0	\$9.81	\$12.55	\$15.00	Post Secondary Adult Vocational
Managers, All Other	1,184	99	29	\$22.49	\$36.00	\$47.04	Some College
File Clerks	734	4	0	\$10.11	\$13.39	\$15.47	High School/GED
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	549	19	0	\$18.83	\$32.57	\$50.33	Post Secondary Adult Vocational
Sales Managers	545	79	98	\$35.45	\$61.68	\$79.49	Bachelor's Degree
Order Clerks	438	2	0	\$10.24	\$13.78	\$15.80	High School/GED
Wholesale and Retail Buyers, Except Farm Products	109	16	0	\$15.95	\$23.36	\$30.68	Some College
Transportation, Storage, and Distribution Managers	95	7	23	\$31.14	\$43.40	\$52.88	Some College
Purchasing Managers	68	10	26	\$37.92	\$57.67	\$80.71	Some College

Source: Florida Department of Economic Opportunity, Occupational Supply/Demand Report

# Cluster Highlights

## KEY COMPANY ANNOUNCEMENTS

- Pacific Tomato Growers, which was the first grower to sign a Fair Food agreement in tomatoes with the Coalition of Immokalee Workers in 2010, became the first grower to sign a Fair Food agreement in strawberries in 2016. The partnership brings together workers, consumers, growers, and retailers in support of humane labor standards in U.S. agriculture.
- I Heart Media, a leader in multiplatform connections that was organized into four regions in Florida, is now be comprised of two regions – Central/North Florida and South Florida. The South Florida Region includes West Palm Beach, Fort Pierce, Miami/Fort Lauderdale, Fort Myers/Naples and Punta Gorda. Iheartradio Includes a number of iconic brands and franchises such as Y100, Big 105.9, MEGA 94.9, 103.5 The Beat, 93.9 MIA, 940 WINZ and News Radio 610 WIOD. It produces popular events during the year, including the Y100 Jingle Ball.
- Immokalee-based Lipman Produce, the largest open field tomato grower in North America, announced that it will continue to support small farmers across the country through an initiative called “Lipman Local.” This is part of its ongoing commitment to assist growers, smaller seasonal farms and sub-suppliers in the country by sharing best practices to help them improve yields and efficiencies. Lipman will also offer assistance with crop quality and will help growers achieve necessary food safety certifications and education.
- The pool of workers in farms, with more than half of them represented by undocumented immigrants, is shrinking. As such, farm owners say costs are rising. Many are leaving unpicked fruit to rot in the fields. Some producers have opted to leave the U.S. for countries with lower costs and fewer regulations. The SWFL region will be affected by any new changes in the rules and regulations dealing with immigrant workers.
- In 2016, Herc Holdings Inc. was established in Bonita Springs as a spinoff from Hertz Rental Car Holding Company. Herc Holdings Inc. will operate the equipment rental business, while Hertz Global Holdings, Inc. will maintain the car rental operations. Herc began trading on the New York Stock Exchange under the symbol HRI. Its equipment rental revenues exceeded \$1.35 billion in 2016.

## EVENTS, AWARDS AND RECOGNITIONS

- Immokalee-based Lipman Produce received the 2016 Virginia Clean Water Farm Award. Lipman operates in Florida, South Carolina, Virginia, Maryland, California, and Mexico.
- The Southwest Florida Research and Education Center completed a 7,000 square-foot expansion to its research facility in Immokalee in 2015, in order to provide more office and lab space for its researchers. In 2017, it added four new greenhouses to its facilities as well. The SWFREC was dedicated in 1986 as a UF/Institute of Food and Agricultural Sciences (IFAS) station and conducts nationally and internationally recognized research, extension, and teaching programs.

# Companies

- Pacific Tomato Growers, Ltd  
[www.sunripeproduce.com](http://www.sunripeproduce.com)
- American Farms, LLC  
[www.american-farms.com](http://www.american-farms.com)
- Herc Holding Inc.  
[ir.hercrentals.com](http://ir.hercrentals.com)
- Master Protection LP  
[www.masterprotection.com](http://www.masterprotection.com)
- I Heart Media  
[www.iheartmedia.com](http://www.iheartmedia.com)
- Lipman Produce  
[www.lipmanfamilyfarms.com](http://www.lipmanfamilyfarms.com)
- Farm-Op Citrus Division  
[www.farm-op-citrus-division.com](http://www.farm-op-citrus-division.com)
- American Farms LLC  
[www.american-farms.com](http://www.american-farms.com)
- J & J AG Products of Clewiston  
[www.jjagproducts.com](http://www.jjagproducts.com)
- Kelly Tractor of Clewiston  
[www.kellytractor.com](http://www.kellytractor.com)
- Cardinal Health of Punta Gorda  
[www.cardinalhealth.com](http://www.cardinalhealth.com)
- Charlotte County Water, Port Charlotte  
[www.charlottecountyfl.gov](http://www.charlottecountyfl.gov)

# Education & Training

Florida's system of higher and post-secondary education provides hundreds of training programs generating advanced degrees and occupational certificates that prepare students for productive careers in our region. The state university system includes 13 institutions, while community colleges number 28. Furthermore, there are 84 private universities and occupational and technical schools in the state. A list of the top educational institutions producing graduates that work in the distribution and electronic commerce cluster would include the following:

- Florida Gulf Coast University  
[www.fgcu.edu](http://www.fgcu.edu)
- Rasmussen College  
[www.rasmussen.edu](http://www.rasmussen.edu)
- University of Miami  
[www.miami.edu](http://www.miami.edu)
- University of Central Florida  
[www.ucf.edu](http://www.ucf.edu)
- Florida Atlantic University  
[www.fau.edu](http://www.fau.edu)
- Florida International University  
[www.fiu.edu](http://www.fiu.edu)
- Miami-Dade College  
[www.mdc.edu](http://www.mdc.edu)
- University of Florida  
[www.ufl.edu](http://www.ufl.edu)

# Cluster Definition

The distribution and electronic commerce cluster is comprised of 62 six-digit NAICS codes that form twenty-six subclusters. A list of each subcluster and NAICS category, along with the appropriate six-digit NAICS code, can be found in the table below.

Distribution and Electronic Commerce	
Breakdown of Subclusters	
Subcluster/NAICS Description	6-Digit NAICS Code
<i>Warehousing and Storage</i>	
General Warehousing and Storage	493110
Refrigerated Warehousing and Storage	493120
Other Warehousing and Storage	493190
<i>Electronic and Catalog Shopping</i>	
Business to Business Electronic Markets	425110
Electronic Shopping	454111
Electronic Auctions	454112
Mail-Order Houses	454113
<i>Wholesale Trade Agents and Brokers</i>	
Wholesale Trade Agents and Brokers	425120
<i>Support Services</i>	
All Other Business Support Services	561499
Packaging and Labeling Services	561910
<i>Wholesale of Apparel and Accessories</i>	
Piece Goods, Notions, and Other Dry Goods Merchant Wholesalers	424310
Men's and Boys' Clothing and Furnishings Merchant Wholesalers	424320
Women's, Children's, and Infants' Clothing and Accessories Merchant Wholesalers	424330
Footwear Merchant Wholesalers	424340
<i>Wholesale of Books, Periodicals, and Newspapers</i>	
Book, Periodical, and Newspaper Merchant Wholesalers	424920
<i>Wholesale of Chemical and Allied Products</i>	
Plastics Materials and Basic Forms and Shapes Merchant Wholesalers	424610
Other Chemical and Allied Products Merchant Wholesalers	424690
<i>Wholesale of Drugs and Druggists' Sundries</i>	
Drugs and Druggists' Sundries Merchant Wholesalers	424210
<i>Wholesale of Farm Products and Supplies</i>	
Other Farm Product Raw Material Merchant Wholesalers	424590
Farm Supplies Merchant Wholesalers	424910
Flower, Nursery Stock, and Florists' Supplies Merchant Wholesalers	424930
Tobacco and Tobacco Product Merchant Wholesalers	424940
Farm Product Warehousing and Storage	493130
<i>Wholesale of Food Products</i>	
Poultry and Poultry Product Merchant Wholesalers	424440
Fish and Seafood Merchant Wholesalers	424460
Meat and Meat Product Merchant Wholesalers	424470
Fresh Fruit and Vegetable Merchant Wholesalers	424480
Wine and Distilled Alcoholic Beverage Merchant Wholesalers	424820
<i>Wholesale of Furniture and Home Furnishing</i>	
Furniture Merchant Wholesalers	423210
Home Furnishing Merchant Wholesalers	423220
<i>Wholesale of Jewelry, Watches, Precious Stones, and Precious Metals</i>	
Jewelry, Watch, Precious Stone, and Precious Metal Merchant Wholesalers	423940

<i>Wholesale of Paper and Paper Products</i>	
Printing and Writing Paper Merchant Wholesalers	424110
Stationery and Office Supplies Merchant Wholesalers	424120
Industrial and Personal Service Paper Merchant Wholesalers	424130
<i>Wholesale of Sporting and Recreational Goods and Supplies</i>	
Sporting and Recreational Goods and Supplies Merchant Wholesalers	423910
<i>Wholesale of Toy and Hobby Goods and Supplies</i>	
Toy and Hobby Goods and Supplies Merchant Wholesalers	423920
<i>Wholesale of Other Merchandise</i>	
Paint, Varnish, and Supplies Merchant Wholesalers	424950
Other Miscellaneous Nondurable Goods Merchant Wholesalers	424990
<i>Wholesale of Farm and Garden Machinery and Equipment</i>	
Farm and Garden Machinery and Equipment Merchant Wholesalers	423820
<i>Wholesale of Construction and Mining Machinery and Equipment</i>	
Construction and Mining (except Oil Well) Machinery and Equipment Merchant Wholesalers	423810
<i>Wholesale of Industrial Machinery, Equipment, and Supplies</i>	
Industrial Machinery and Equipment Merchant Wholesalers	423830
Industrial Supplies Merchant Wholesalers	423840
<i>Wholesale of Service Establishment Equipment, and Supplies</i>	
Service Establishment Equipment and Supplies Merchant Wholesalers	423850
<i>Wholesale of Transportation Equipment and Supplies (except Motor Vehicles)</i>	
Transportation Equipment and Supplies (except Motor Vehicle) Merchant Wholesalers	423860
<i>Wholesale of Professional and Commercial Equipment and Supplies</i>	
Photographic Equipment and Supplies Merchant Wholesalers	423410
Office Equipment Merchant Wholesalers	423420
Computer and Computer Peripheral Equipment and Software Merchant Wholesalers	423430
Other Commercial Equipment Merchant Wholesalers	423440
Medical, Dental, and Hospital Equipment and Supplies Merchant Wholesalers	423450
Ophthalmic Goods Merchant Wholesalers	423460
Other Professional Equipment and Supplies Merchant Wholesalers	423490
<i>Wholesale of Electrical and Electronic Goods</i>	
Electrical Apparatus and Equipment, Wiring Supplies, and Related Equipment Merchant Wholesalers	423610
Household Appliances, Electric Housewares, and Consumer Electronics Merchant Wholesalers	423620
Other Electronic Parts and Equipment Merchant Wholesalers	423690
<i>Wholesale of Metals and Minerals (except Petroleum)</i>	
Metal Service Centers and Other Metal Merchant Wholesalers	423510
Coal and Other Mineral and Ore Merchant Wholesalers	423520
<i>Wholesale of Petroleum and Petroleum Products</i>	
Petroleum Bulk Stations and Terminals	424710
Petroleum and Petroleum Products Merchant Wholesalers (except Bulk Stations and Terminals)	424720
<i>Rental and Leasing</i>	
Commercial Air, Rail, and Water Transportation Equipment Rental and Leasing	532411
Construction, Mining, and Forestry Machinery and Equipment Rental and Leasing	532412
Office Machinery and Equipment Rental and Leasing	532420
Other Commercial and Industrial Machinery and Equipment Rental and Leasing	532490

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Source: U.S. Cluster Mapping Project, Institute for Strategy and Competitiveness, Harvard Business School