



Guided Imports

HOW TO SAVE \$500 ON EVERY ORDER

When sourcing private label products from china

From the “how to source like a pro” learning series



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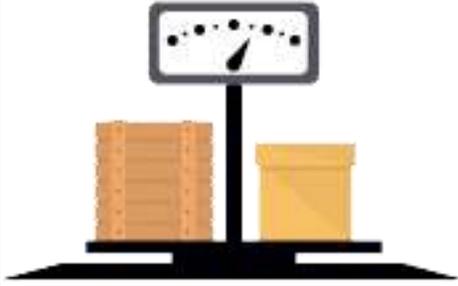
Introduction

Over the past few years of operating a successful sourcing and logistics company here in China, I've seen (and made) my fair share of mistakes when dealing with suppliers. Since moving from the East Coast of the USA to Shenzhen, China in 2010, I can honestly say that even after living here for 5+ years, **I am constantly learning** the nuances of Chinese business culture and customs.

That's why it **absolutely boggles my mind** when I read articles, posts, and other publications about how to effectively conduct business here.....written by people who live in the USA! Or worse, consider themselves experts since they've attended a few Canton Fairs over the years. It is **100% impossible** to give advice (well, at least good advice) about anything related to the culture, traditions, and customs here unless you're actually living here full-time. It's just far too different from Western business practices. There are a plethora of idiosyncrasies and nuances that can only be learned by being here and interacting with suppliers on a daily basis.

Now that I've properly set the stage (and vented a bit), I'm happy to pass along some advice that might actually help those of you who are having products made here in China.

Nightmare in Ningbo



Imagine This: you find a product to manufacture in China. You commission a factory to produce it. Halfway through, you realize their quoted carton weights were wrong and you're forced to pay double your anticipated shipping price.

And now, after all is said and done, you're just barely going to break even.

When your goods finally arrive at port, customs is now asking for a compliance certification. You have no idea what they're talking about. As a result, customs threatens to seize your goods.

After spending thousands of dollars on a highly skilled customs broker, your goods are finally released.

Next, they arrive at Amazon's FBA warehouse and the next day your product listing is active and sales start coming in. *Fast forward 30 days.* After a month of selling your products, you're receiving an abundance of customer complaints due to poor quality.

You've poured so much time and money into this product and you're feeling hopeless. Your only options are to halt the sales and stand to lose over \$10,000, or, keep going and hope to break even. But to just break even, you'll need to put in months of hard work and spend even more money to promote this product that will undoubtedly keep getting bad reviews which will surely further reduce sales.

More Common Than You Think

I'd be lying if I said this situation was uncommon. But there is a silver lining.



There are two ways to prevent this from happening. The first, as almost any importer can tell you: Source your products from **MANY** different factories and pick the best one. If you do this basic, but time consuming and often neglected step, you can minimize this nightmare scenario from happening to you.

And while this may decrease the odds of a disaster, it's extremely time consuming and will likely be the most frustrating thing you've done up to this point. The sheer amount of emails and calls you'll be required to perform, coupled with the time zone difference, will drive you to your wit's end. I challenge you to talk with 30-40 suppliers to try and get a quality product sample in your hands that meets your specifications. It will likely take you months and cost you not only a lot of money, but also your sanity!

The Better Option

You're much better off going to option #2.



Your second option is to implement a strategy that is quite often overlooked by newer importers, **but is standard operating procedure for experienced professionals**. It is a process called Product Validation.

How many hours have you spent researching products, analyzing the competition, projecting production costs and profit margins, planning out the product launch and marketing process, looking at specifications and shipping/customs requirements all to try and come up with a product to sell? 10 hours? 20 hours...longer?

In a fraction of that time, you could quickly learn everything there is to know about your product from a manufacturing and cost standpoint to help determine if you can feasibly sell your product and actually turn a profit.

Product Validation is an absolute requirement for anyone who is serious about manufacturing products to sell. The problem is that the process can be a bit tedious and the steps have never been clearly defined. Until now.

Product Validation

Guided Imports has put together a guide to teach you exactly how to:



Identify the ideal manufacturing price



Understand price breaks of order quantities



Obtain shipping quotations from various types of shipping methods



Determine if there are any compliance requirements



Estimate duty and taxes



Determine which type of suppliers are the best to work with, and which should be avoided



And most importantly, give you an estimated total landed cost so you can accurately calculate profit margin.

Details

[Download the Complete Guide Here](#)

This Product Validation guide, when correctly implemented, will not only save you weeks upon weeks of pointless sourcing, but it will ultimately end up saving you a significant amount of money. How?

By ensuring you don't overpay for products, get burned by being quoted incorrect shipping costs (*due to carton size, CBM, weight, etc.*), or have your goods seized by customs for not having the required certifications or other compliance requirements.

Businesses pay thousands of dollars for insurance, but this is free, and something you can begin implementing right away and it will have an immediate positive impact on your business. Guaranteed.

I promise you, if you use these tactics you **will** save time and money. But **only** if you actually implement them. So take the first step and download [the Product Validation guide](#).

Final Thoughts

The playbook is revealed!



Once you've read the guide and learned the process of product validation, you can then decide to try it yourself, **or take a tip from the professionals and use a service that does this all for you.**

Either way, **you've now saved at LEAST \$500** in time, sample costs, incorrect quotations, and headaches by first validating your product to see if it's even worth pursuing. In fact, I'm quite sure the amount of money you'll save from doing this is FAR more than \$500. Think back to the story I spoke about earlier. That scenario really happens. I've had customers call us in exactly that predicament asking us to rescue them from that nightmare situation. In fact, **one customer was forced to abandon over \$43,000 worth of product due to poor planning and not putting in the due diligence.**

So forget \$500, this guide can save your business!



Guided Imports

Your team in the sourcing world

Let Guided Imports Handle it!

For a lot less money than you would think, we can conduct a comprehensive product validation service on your behalf and deliver the report to your inbox.

Take a look at the details of our proven and popular product validation service below and see if it's right for you! Let us prove to you why Guided imports is the #1 recommended sourcing, import, and supply chain management service in the e-commerce industry!



you focus on this



while we handle this



*we make manufacturing from China simple,
by doing the work so you don't have to*

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