

## Global vision



## Vocabulary of the import-export actors

- **Client:** he/she encompasses the request, the client formulates his requirements and at the end he/she **will pay us**  
The term "client" is large: the buyer, the chief of group, the product/catalogue director, the buying director, the general manager, the CEO...  
It can be beyond: people in charge of warehouse, store sellers,...

If we take a simple and funny example: what is a client and buyer?  
Trading or retailing at each level and scale we are clients and buyers

*who is eating who and what? the consumer is the client of the brand, the brand is the client of the importer (or wholesaler),  
the importer is the client of the trader, the trader is the client of the factory (very often an integrated trading-factory) who is also the client  
of the factory. (for textile which is also the client of fabrics mills which is also client of yarn factory which is also client of raw material factory  
who is the client of farmers (who could be a client and also the initial consumer).*

- 1 *the consumer is the client of the brand,*
  - 2 *the brand is the client of the importer (or wholesaler),*
  - 3 *the importer is the client of the trader,*
  - 4 *the trader is the client of the factory (very often an integrated trading-factory) who is also the client of the factory*
  - 5 *the assembly factory is the client of fabrics mills*
  - 6 *fabrics mills is also client of yarn factory*
  - 7 *a yarn factory is also client of raw material factory*
  - 8 *raw material factory is the client of farmers (cotton field for instance...)*
- ⇒ *(who (this farmer) could be a client and also the initial consumer)...*

- **Consumer:** the one who **uses or consumes our product** "the client's client": the user. We will have **never any contact** with him/her  
but we will integrate his/her needs as a **filter** which is extremely important according to his/her requirements to fit and even create  
the needs (being source of proposition / proposal force).

- ▶ **The buyer** in buying office/of a company: our main interlocutor the one who purchases from us (this is our client).
- ▶ **Buyer of trading** (Merchandizer): the one **within our company** who purchases, negotiates, follows-up the productions, the shipments
- ▶ **Sales of a trading**: this is the **interlocutor with our client**, this is the link with internal purchases of the trading
- ▶ **Supplier (factory or trading)**: the one who brings us a production, this is our interlocutor. As intermediaries we are his clients  
the trading works with tradings which are themselves in direct with factories la trading (80% of the cases)
- ▶ **Agent**: the one who is the ambassador of our sales (usually he takes 3-5% of commission) when we can not reach a certain market....
- ▶ **Factory of assembling**: factory of production : factory which **produces final item**: USB key, shirt...
- ▶ **Fabric Mill**: factory which **produces raw materials**: fabrics or components, plastics buttons, zippers, lining...
- ▶ **Integrated factory**: factory which is a **factory of raw material + assembling**
- ▶ **Forwarder**: the person who carries out the service linked to shipping/shipment
- ▶ **Sea/air company**: the society which brings physically the goods but the tradings are not dealing with directly