**Choose High-Quality Suppliers On 1688.Com**

**<<HOOK>>**

Hello guys and welcome back to the only channel that knows and understands your problems and wants your ease by telling you more and more about sourcing products better than any other.

Today what we’re going to talk about is something slightly different, a gem that not many people know and talk of.

We’re going to talk about the supremacy of 1688.com.

We’re going to see what that is?

How it works and how to source products directly from there.

And I am going to teach you that by going to the website and placing an order.

and lastly, I am going to tell you the secret relationship between Alibaba and 1688.

**<<INTRODUCTION>>**

So starting with what is 1688.com

1688.com is simply the largest go-to wholesale and sourcing website in China and mainly for wholesales and manufacturing.

The first question that arises in the mind is that so how do we know the legitimacy of the suppliers there?

For that, all the suppliers need to get Government business licenses for them to be able to sell their products at 1688.com.

All suppliers will also need to pay an annual membership fee of 6888 CNY to express their level of commitment and seriousness for partnership.

This proves the legitimacy of the sellers, and that this website is legit and the sellers are real.

As we talked about a lot, on Alibaba 90% of suppliers are English trading companies.

On 1688.com, of course, there are many domestic trading companies. We can say about 50% of them.

If you are looking for OEM services, it's necessary to reach the real manufacturer.

If you want to buy something for fast delivery, then it's ok to buy from a trading company.

The domestic trading company sometimes offer a better price than the manufacturer.

Don't worry, once you can buy from 1688.com, your sourcing is much much better than Alibaba.

But you should be still careful.

The real hurdle that one faces here is that 1688.com is for domestic markets in China, so the most challenging part you may find should be "THE WHOLE WEBSITE IS IN CHINESE".

You can translate it from google extensions but today we’re going to go through the website in Chinese and we will teach you what every button means and how to purchase direct orders.

1688.com offers amazing search filtering options to narrow down your selection, so you can find what you are looking for very easily.

**<<VIDEO START>>**

In front of you, you can see that there is this search bar.

Today we will search for the iphone13 cases and as soon as I hit enter you will see a lot of sellers selling these and we will have a long list to shortlist the suppliers that do not scam.

See there is a long list numbered from 1 to 6 and so on of people selling.

So the main question that we are here for is to guide you in choosing the right seller.

On the very top, you can see these buttons that show

* Look for manufacturers
* Look for suppliers and
* Industrial products
* And the last one says seek to purchase

We will click firstly on the look for manufacturer button to see the manufacturers.

So here you can see that we have a long list of all the manufacturers selling the covers that we desire.

Besides finding a product, you can get suppliers like Alibaba.com as well.

How to find the most suitable ones? There are some aspects you need to take care of since if you take care of these points, the possibility of you getting scammed is really small.

Next, if we click to look for the suppliers we can see a more shortlisted list that shows all the suppliers in a long list.

We can scroll down the list and we will see that there are a lot of suppliers selling the same cover.

Furthermore, if we want to know more about the website we will go to the industrial product part and here we can see that there are a lot of products direct from the industry.

Here, if we scroll down we can see that the list is very long and still not ending.

Thus proving that it’s one of the biggest platforms.

Then we can move to the last box that was saying seek to purchase and here it tells us that we haven’t selected anything so we will come back and select something first.

Below these, you can see the specifications of your case like the company is Apple or Samsung or whatever that you want to choose.

And whether the case will be silicon or what will be the product’s material and its style shape and product parameters.

Below these, we can see and select the type of suppliers like

**“Newcomers”** are the people who have just started selling.

**“7x24h”** 7+ days replacement: the seller promises that within 7 days of the buyer signing for the goods, a Replacement service is provided for defective goods.

If the seller fails to fulfil the aforementioned commitment, the buyer may initiate rights protection within the specified period and apply for compensation.

**“Ships within”** this option shows that the supplier can deliver the products within 48hrs.

This option is very important because not every supplier has the item in stock, and some suppliers often start production after receiving your order.

You can select it to adjust the time in which you want your item to be shipped.

**“Super Factory”,** this one is like the gold membership option on Alibaba and is very essential while ordering if in bulk.

This means that the product is of good quality and can be delivered on time.

**“Strength”** and

then the last one is **“Custom”,** This option means that the supplier can provide further customization services based on the product. You can add or remove certain aspects to and from the product directly.

For example, if you want to change the design of the product or add some materials or your logo, etc. are all the things that help you in customizing your products while sourcing them from the factory directly.

Below these, you can modify the

**price range**: you can change the price and then run a filter for better customisation of the products.

**Turnover:** in which you can look for the turnover of the factory and customise your order according to that and the rest of the things according to your own choice of will.

The next thing in the line is the **MOQ:** which is the minimum quantity that you set according to the bulk of your order.

The next thing that I want to talk about is the filters that it gives you like

**“Selecting your area”** here you can see that there are a lot of options where you can select your area and choose suppliers and manufacturers that live close to you.

You can ask for the location of your logistics provider, then select the same province as your logistics provider here.

For example, if your logistics provider is in Shenzhen or Guangzhou, then you can choose Guangdong Province(广东省).

This will save you the shipping cost and time for domestic shipping.

Next is the business where you can select the **“Business”** type and b2b selling can easily happen, this is used to filter the business types of suppliers, there are 4 types:

* Manufacturer
* Wholesale/distribution
* Agent
* Business services

and also you can **“In-depth Inspect”** the business by going over here and seeing all the available options.

**“In-depth inspection”** is a service that 1688.com provides for supplier members to certify the comprehensive capabilities of their business.

It is audited by an internationally renowned certification company and produces a credible certification report.

If you are looking for a factory, then you can choose

In-depth Manufacturer inspection(深度验厂)

If you want to work with a trading company, you can choose

In-depth Wholesale/distribution inspection(深度验商)

Now we will go to the business and here we will select **“Production and Processing”.**

Next thing we will click the area button and we will see how it filters out the lot of options where we can see the ones close to us and will cost us less shipping fee.

We can also look at the shape here we have a back cover, clamshell, full wrap, full edge and other options as well.

To further explore we will go to the **“Find Factory”**

Here we have all the options and all the factory items.

We can shortlist them by product category, regional classifications and factory services.

On the **product category,** we can see it is further classified into Mobile phones, iPhone casings and arm bags.

Then there are the **regional classifications** where we can see all the cities with major factories and sales.

We can click to see more of the regions where there are more factories established ad which ones favour us, and then comes the **factory services.**

Here you can select according to your own choices like a super factory or OEM or origin of the factory or also the option also available on Alibaba like a gold supplier.

The next in the line are the OEM, processing, factory manager online and also the last thing but not the least is the most famous of all, In-Depth factory Inspection.

Now we will select Guangdong as our origin and below we will modify it from the factory services where we will select the **Origin Factory.**

And here we have all the factories from Guangdong and with the origin of it as the factory.

The next thing that we select is **Suppliers.**

Here we have a long list of suppliers along with their information in each section where we can see the experience of the suppliers and their verifications.

We can see the material of the product on top.

It can be either TPU, silica gel or TPU+PC and the rest of these.

Then we can see the all sales area where there are more sales of these products like Europe, south-east Asia, North America, South America and so on.

Below these, we are further differentiated to main downstream like amazon, eBay, wish, standalone and Lazada and more.

Then it also gives us styles, popular elements and more properties to shortlist the product just as we had in our dreams.

So guys this was all for today and the last fact, the relationship between 1688.com and Alibaba is of father and son as 1688, which belongs to Alibaba Group is a Chinese local B2B platform like the Holy Grail for outsourced manufacturing nowadays.

That’s all for today and we will meet again in the upcoming videos, stay tuned.