

# **MINI IMPORTATION**

A class by Glory Osobase.

Mini importation as we all know is the bringing in merchandise from one country into another country. Mini importation takes little or no capital as you buy goods from international suppliers at a very cheap price and sell to get your gain.

It is one of the fastest growing streams of income. It takes little or no capital to start and in a short time, you sell and make your money. Students, parents, workers can be importers, there's no age limit to it. So let's get to it...

## **GETTING STARTED:**

To get started, ensure you have the

following:

- \* Google Chrome browser.
- \* Currency Converter
- \* Google Translate. As the site is in Chinese, and you need to understand before you order.

After you have downloaded the apps, proceed to open 1688.com. It will show you the general page outline like this:

As you can see, its written in Chinese, change the translation to English.

Next step, go to search and input what

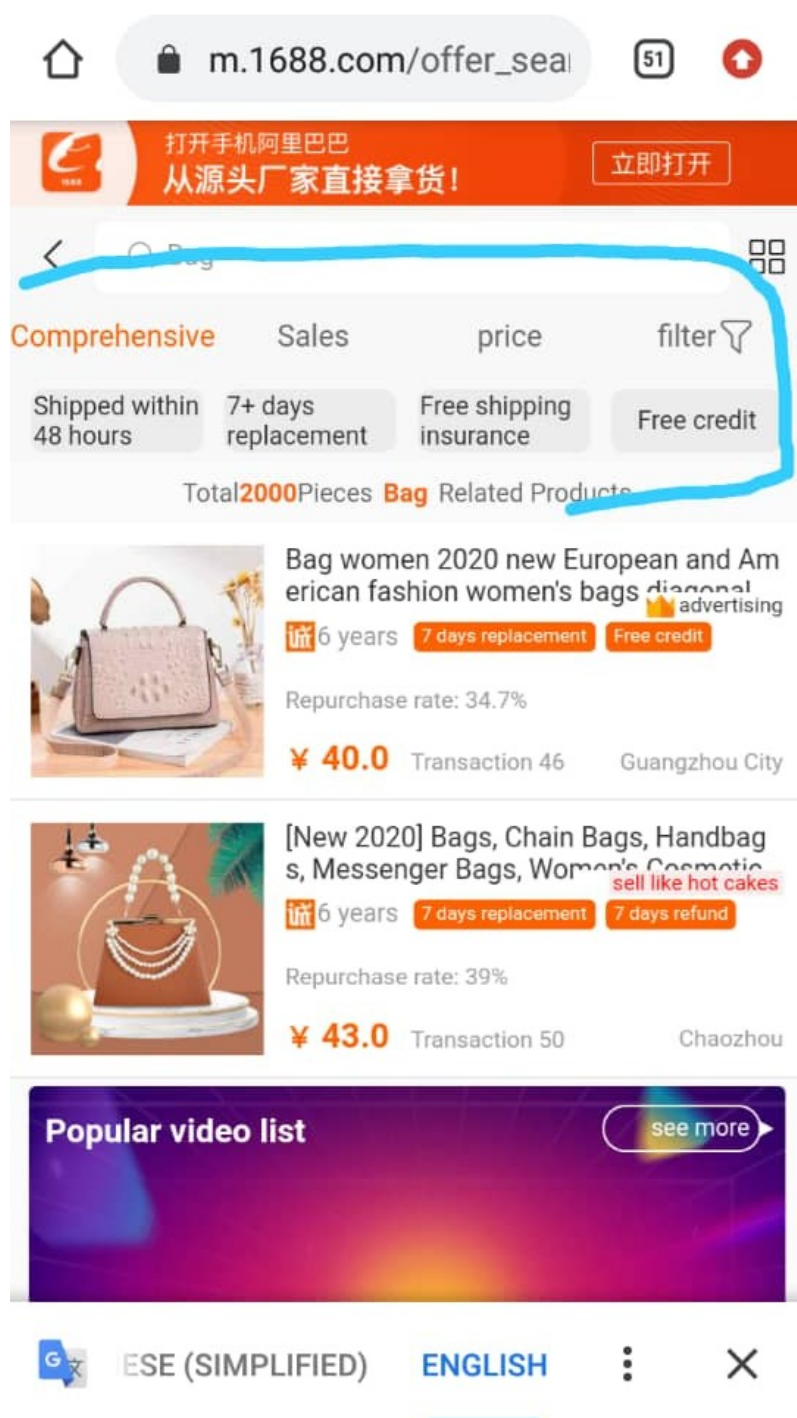
you are looking for like the picture illustrated here.



For our example, we'll search for women's bags. Type women's bags and a more detailed result will

appear like this.

I'll be explaining the words in the marked area.



## \*COMPREHENSIVE:

Is the list of all the products on search on 1688.com.

Like in our example, we're searching for bags. The

comprehensive list shows you all the bags on sale on the site. Irrespective of the MOQ, the shipping fees, the shipping times and all other details.

\*SALES: Sales gives you a list of all the products that are on discount. Products that the price has been slashed to a lower price.

\*PRICE: Price gives you an arrangement of all the products according to their prices. It arranges them from lowest prices to highest.

\*FILTER: This is the most important aspect of your orders. It helps you determine:

1. The MOQ. The MOQ for most bags is usually 3, but with filter, you can search for bags with MOQ lower or even higher than 3.

2. It helps you determine the price

range of products you are looking for. I.e you can search for products within a range of 10¥ - 20¥ depending on your budget.

3. It helps you determine the location the products are being manufactured. Sometimes the manufacturing companies are far away from the shipping companies and as a result, the shipping fees will be high. But with filter, you can search for the manufacturing company close to your shipping company in China to reduce the shipping fees.

4. It helps you choose the exact kind of bag you want. It shows you a category of products that you can choose from just to make your ordering easy.

\*SHIPPED WITHIN 48 HOURS: This gives you all the products that can be shipped within 48 hours. Normally,

goods take 4-5 days to get to your shipping company in China depending on the proximity. But this gives you ways it can be shipped in short time.

\*7 DAYS REPLACEMENT: This gives you products that can be replaced after 7 days. Goods can be returned to the manufacturers only if there's an error on their part, eg the product isn't what was advertised, it has a broken seal or handle or any other manufacturing fault.

\*FREE SHIPPING INSURANCE: This shows you products that can be delivered to you without any shipping charges.

Now, on the comprehensive list, the prices of some products are written as RMB while some are in Yuan. But that

shouldn't bother you because they're both the same amount in Naira. RMB is the people's currency, while Yuan is their international currency. A lot of importers get scared and skip products where the price is expressed in RMB. They are both the same exchange rate so no need to fear.

As at last week, Yuan was at 57 Naira, but because of the issues with the dollar going up, it rose to 75 naira.

When you buy on the site, you'll need to buy through agents. Now the conversion rate most agents use is:  
Cost of product  $\times$  75(which is the conversion rate)  $\times$  the number of products you are buying.

For example if the cost of one bag is 10.50¥, and you are buying 10 bags, it will be calculated as:

$10.50¥ \times 75 \times 10 =$  (general cost of buying)



Most times, when goods are bought in bulk, the manufacturers sell at a reduced price. So when you click on some products, it will show a particular price for 0-3 pieces, and a much lower price for 100-1000 pieces.

## **LOCAL SHIPPING:**

The local shipping fee is the cost of getting your goods from the manufacturers to the shipping agents. It is usually not fixed.

The cost of taking goods from their location to your agent is what they call express shipping fee or logistics. It is like a waybill within China

NB: This is different from international shipping which is the cost of shipping goods from China to Nigeria.

Now let's go back to the previous

numbers we used in our example: Let's say your manufacturing company is in Haven province and your shipping company is in Beijing and they charge you 4 yuan to bring to your agent, the money will be added to your buying cost. Remember we calculated our buying cost as:

$$10.50\text{¥} \times 75 \times 10$$

10.50¥ is the cost of the bag.

75 is the exchange rate

10 is the number of bags you are buying.

Now to calculate the local shipping fee is almost the same as the buying cost, instead the cost of the bag will be replaced with the shipping cost.

Remember you were charged 4 Yuan by the manufacturing company. It will now be:

$$4 \text{ yuan} \times 75 \times 10 = \text{local shipping fee.}$$

Now to calculate the total fee, you will add the general cost of buying and the local shipping fee.

Which will be:

$(10.50 \times 75 \times 10) + (4 \times 75 \times 10) =$  The total cost.

## **QUALITY DETERMINATION:**

China as we all know is the manufacturing hub of the world. Now, one of the problems people are having with China made goods is quality. People are always afraid that the goods they buy from China are not quality enough and will get bad quickly.

Sometimes China makes replicas of popular products, and in their doing, they try as much as possible not to take the brand name and copy it exactly as it is. Things being cheap on the site

doesn't totally mean that they are of low quality. There are cheap bags that



are of very good quality.

In quality determination, you'll learn how to differentiate between quality and not so quality products.

Let's look at some pictures:  
When

determining the quality

of a product, you look at the

**Spot** On behalf of

Women's bags 2019 new shoulder bag graffiti colorful shoulder strap diagonal bag Korean fashion handbag bags

¥37.00 - ¥42.00 3 pieces

Logistics Courier fee in Baoding City, Hebei Province ¥ 8.00

镇店之宝 店铺主推品 热销潜力款

data	Closed in 30 days	Purchase in the last 30...
	795 items	4 people
	Repurchase rate 50.00%	Number of pieces per 194...

WangpuFavoritesCustomer service

Add to purchase order order now

repurchase rate, purchase after 30 days carefully examine the numbers and make sure they are high. For this picture, the repurchase rate is 50% which is a very good figure. It means people are returning back to order the bag and it's of good quality.

NB: This quality determination is not for the store, its for this particular product. All other products have their own quality determination properties.

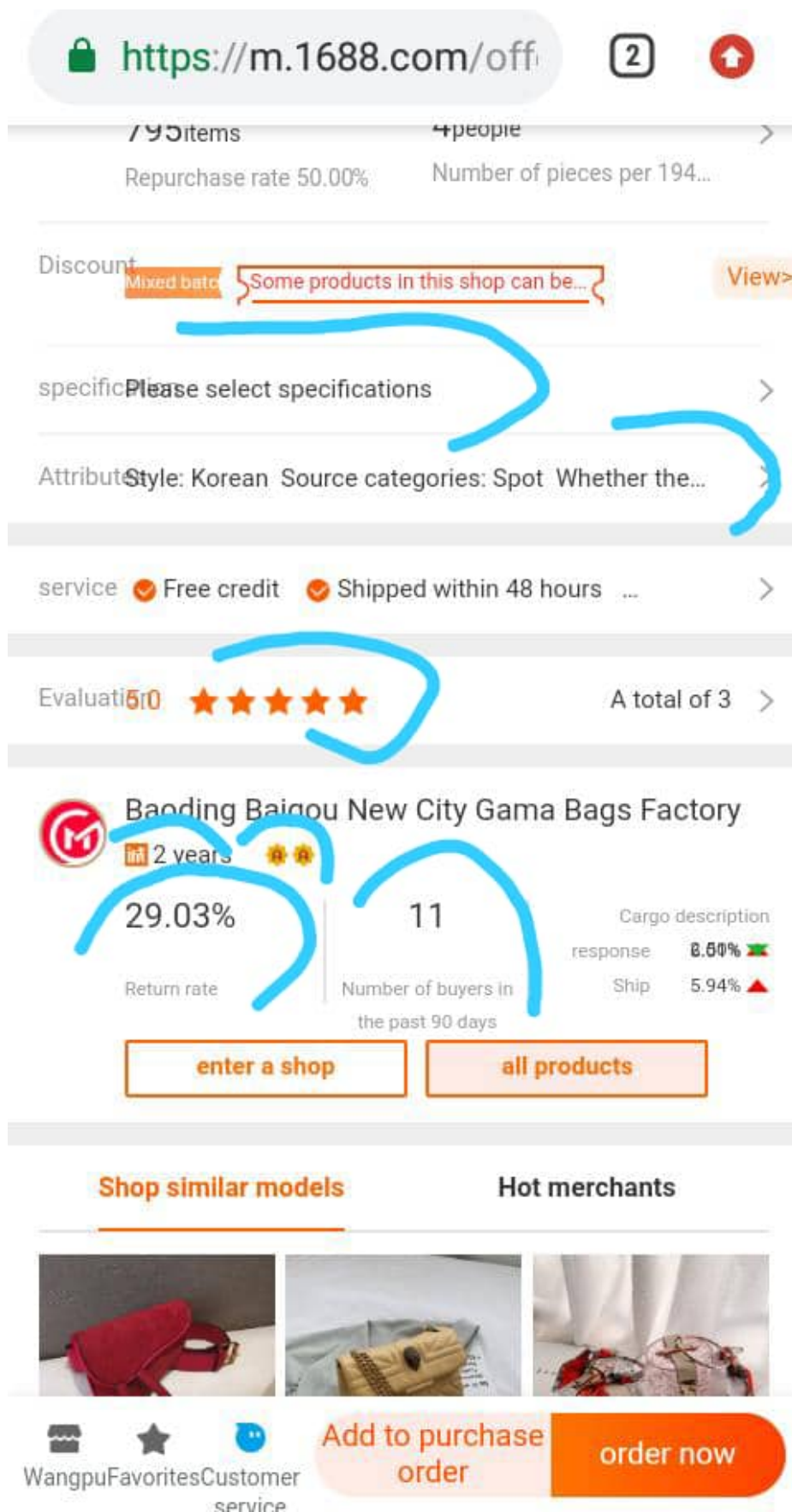
Another thing to look out for is the

specification which is circled in the

second picture.

The specification is to select which colour of the bag you would like to purchase.

Next thing is the attributes. It shows you the



type of materials used in manufacturing the product. You can click on it and find out the materials used.

Another is the evaluation. The evaluation has the stars and reviews for each product. When you are searching, look for products with high stars. Like the picture example, it has 5 stars, meaning it's very good and the more people buy, the more they are dropping reviews on the products.

Another thing to determine is the credibility of the store, I.e the reputation of the store. It also shows how long the store has been in operation. In our picture, the store has been running for 2 years on this site. The credibility is are the medals next to it. This is different from the evaluation

stars. The credibility medals in our picture is 2 but it is a good review looking at how long the store has been operating for. Any store that has below 2 credibility medals and has been running for more than 3 years, it means that people do not patronize the store and the product is not of good quality.

Next is the return rate. The return rate should not be above 40%. It means that the product is being returned a lot. When you see a return rate of like 30%, it mostly means that there is a manufacturing error and the product may be replaced. But if it is higher than 30%, it means that the problems are beyond manufacturing errors.

Another is the number of buyers in the last 30 days. This doesn't really mean



that the product is not good. Most times, good and quality bags are a little expensive so people skip them without taking note of the other quality determination ways. But this number should not be low, it has to be considerably high.

## **TYPES OF SHIPPING:**

There are 3 types of shipping:

1. **Express shipping:** Express shipping is the fastest means of shipping, your goods get to you in 5 to 7 days. But it costs more money.

2. **Sea shipping:** This is popularly used by importers as well, it's relatively cheap but your goods get to you after a very long time. From 4 months.

3. **Cargo shipping:** This is the most popularly used shipping method of mini importers. It's also cheap and your

goods get to you in 2 weeks. That will be our main focus.

## **HOW TO CALCULATE INTERNATIONAL SHIPPING:**

International shipping is the cost of getting your goods from China to Nigeria. Remember we calculated local shipping fees, and that was the cost of getting your goods from your manufacturers in China to your agents. Now we'll calculate the cost of getting your goods down to Nigeria.

I'll be using NBC's shipping rates because that's the shipping company I use.

For NBC, their rate is 7.3 dollars to 1kg. So you'll multiply 7.3 by the current exchange rate, which is 490 naira per dollar, multiplied by the weight of your goods. For instance your goods

weighed 10kg. It will be:

$7.3 \times 490 \times 10 =$  international shipping fee.

Now to calculate your clearing charges. Using NBC's rates again. NBC charges 530 naira per Kg. So it will be 530 multiplied by the weight of your goods.

$530 \times 10 =$  clearing fees.

To get your international clearing and shipping charges, you add the two together.

International shipping fee + clearing fees.

It will be:

$(7.3 \times 490 \times 10) + (530 \times 10) =$  intl. Clearing and shipping.

## **WEIGHT CALCULATION:**

Packaging as we all know adds weight to products. The process it takes to package involving cartons, bubble

wraps, and every other process adds weight to your orders because it's when it is packaged that's when it is weighed. So if the item you want to purchase is 0.20kg, it is advisable you add 0.05kg so it becomes 0.25.

To look for the weight, you can check the attributes or scroll down to product properties. It is mostly found in product properties.

### How to calculate weight:

1kg with any shipping company is from 7.3 to 7.5 dollars

Assuming you're buying a bag weighing 0.25kg which is equivalent to 200g. Now weight is charged per kg, and  $0.25 \times 4 = 1\text{kg}$ .

To get 1kg of your order, you'll have to order four of that item weighing 0.25kg or more products to make 1kg or more. To calculate the weight of one product

weighing 0.25kg which is 250g, it will be:

0.25 multiplied by the 490 which is the exchange rate multiplied by the number of items you are buying. And if you're buying let's say 10 bags, I'll be:

$0.25 \times 490 \times 10 = \text{weight of your orders.}$

This period, because of how high the exchange rate is from naira to dollars, it is advisable you do not buy heavy weight items as they will cost a lot of money during clearance. Heavyweight items are acceptable when you're using sea shipping, but for cargo, it will cost too much.

## **SIZE DETERMINATION:**

Asian people are naturally smaller compared to Nigerians, so when buying items like shirts and shoes, you do not buy your exact sizes.

When buying shirts, you work with measurements which can be found in the product properties, so when you are buying, you are advised to buy one size or two sizes higher. For example you wear a small shirt, you should buy a medium or a large size.

For shoes, the sizes of individual shoes can also be found in the product properties as well. When buying, you should buy a size or two sizes higher than your regular size.

## **LANGUAGE BARRIER:**

As we all know, the site is in Chinese. Make sure your Google translate is set to translate from Chinese to English. What you do is, if the agent you're speaking with, doesn't understand English, you set your Google translate to translate anything written in

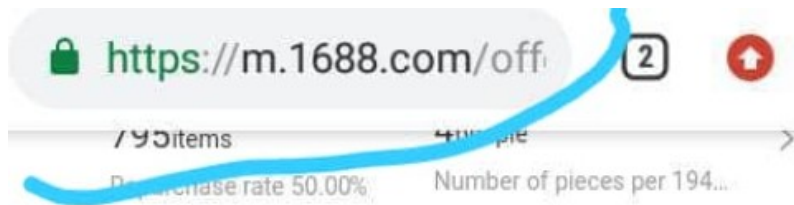
Chinese to English. But that's not really an issue, because most of the agents are very fluent in English, owing to the fact that they have to relate with a lot of foreign importers and English is the universal language. But it is something to look out for in case you run into situations like those.

## **LINK COPYING:**

This is the most important aspect of every purchase because that's how you relate to your agents and tell them what you want to buy.

When you click on a product of your choice, check out the price and do your necessary conversions, carry out your quality determination, and check out the product properties. When you are sure of your order, you copy the link. I'm sure we all know how to copy links,

but for those that do not know how to copy. Here's an example.



When you open the product of your

interest, at the top of the page, where the link is written (the circled area), press and hold, the link will be copied automatically.

## **PROCUREMENT OF GOODS:**

After copying the link, paste it in the WhatsApp message you want to send to your agent. Number the links and write the number of the items you are buying.

Example:

Link 1- jelly bag

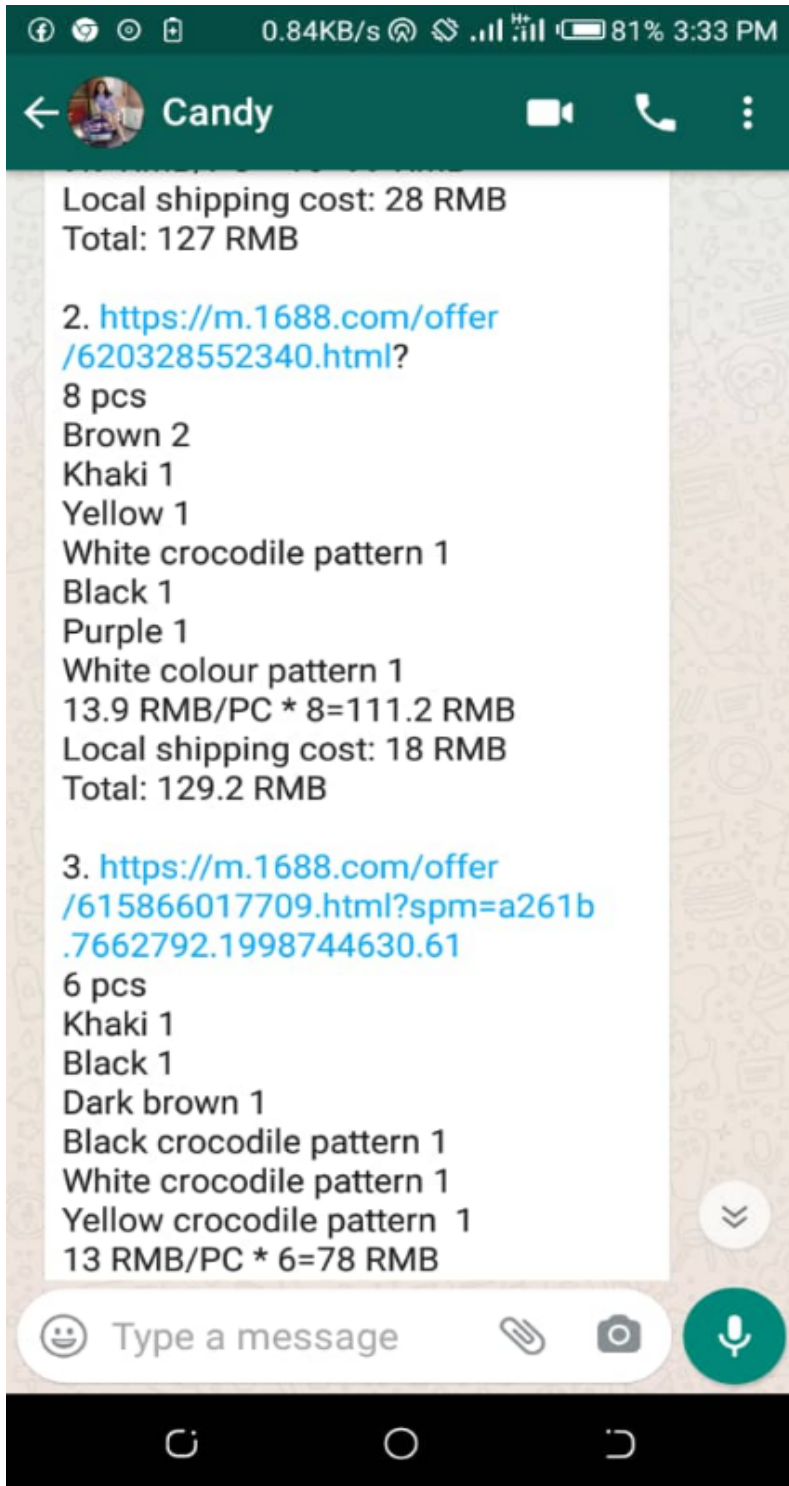
Red 1

Blue 2



#### Green 4.

After sending this message to your agents, they will reply and calculate



how much  
your orders  
are worth  
and give you  
the

appropriate  
price in  
naira.

Here's a  
picture  
example:

Now when  
you message  
the agents,  
tell them  
your full  
name, say

you're from Nigeria and you want to

buy goods. Then send them your links in the order I illustrated.

I'll be sending you contacts of agents, one called Candy and another called Alice. When you send your orders to any of them, do not send to the other. No matter how long it takes, they will reply you, because when you tell them your name and where you're from, they set up an account for you in their database. So you'll definitely be replied to.

When your goods have been paid for and packaged by your Chinese agents, you'll get a message from NBC logistics. I'll be giving you their contact too. That's why you need to tell the agents your correct details.

This NBC logistics tells you the weight of your goods, and asks you if you want express or cargo shipping. As

a mini importer, please choose cargo because it's cheaper. But if you want your goods delivered in less than two weeks, you can choose express shipping, but it costs more. Cargo is the most commonly used by mini importers.

NBC logistics just tells you the weight and asks you to choose a shipping option, you do not pay to them.

When your goods are delivered to Nigeria, another message with your bill (clearance and international shipping fee) will be given to you. Remember I taught you how to calculate all those, do your necessary calculations and pay to them. An account will be sent to you to pay to, a Nigerian company account called NBC Skye logistics.

NB: clearing fees are usually lower than the shipping fees due to the weight of your goods.

Thank you all for participating in this lecture. I pray you all succeed in this new endeavor and become successful entrepreneurs. God bless you all.