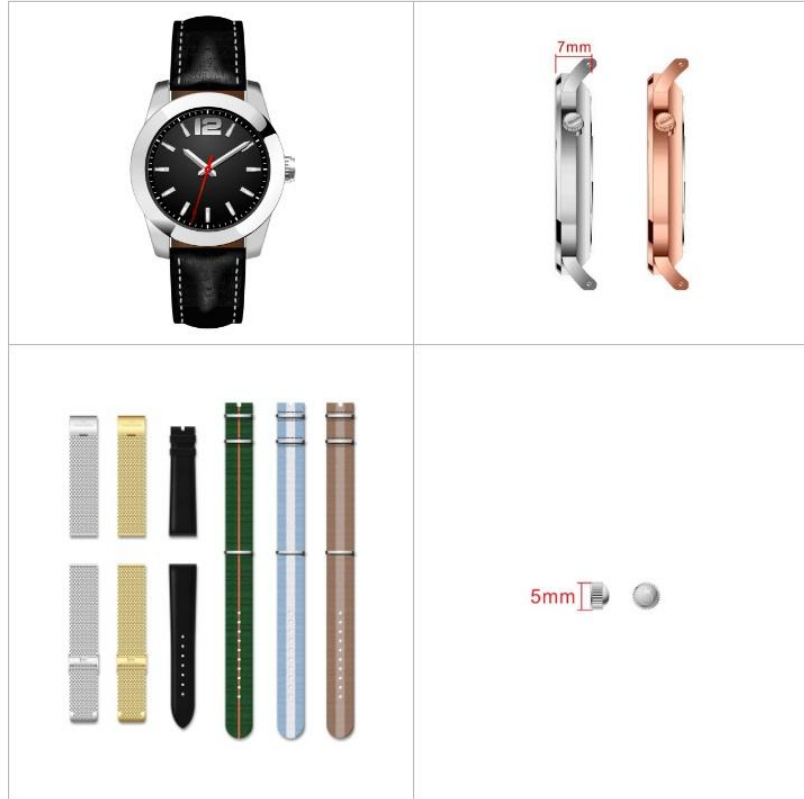

How We Helped a Customer Create a Product in 4 Steps

— - A Case Study —

A Webinar Presented by Chinaimportal.com

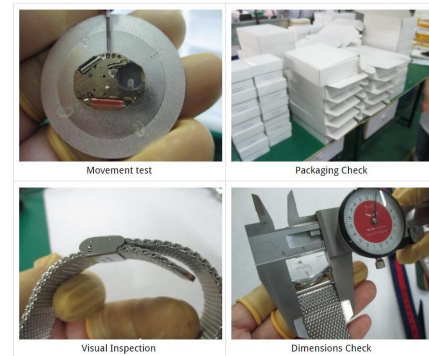
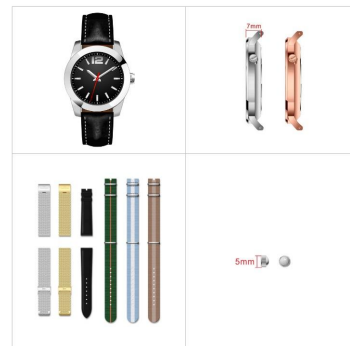
In this Webinar, I will explain how we helped a customer in 2016, to create their first custom designed product

The product? A Wristwatch.



Presentation Overview

Specifications	Options (Select one)	Specification # (If any)	File Required?	Support File
A. Watch Case				
Design Reference	a. Selected from catalog b. Image c. Reference sample d. Custom Design File	A	Yes (Type) / No	
Material	316L Stainless Steel	316L Stainless Steel		
Diameter	XX mm	34 mm		
Thickness	a. 18 mm b. 20 mm c. 22 mm	7 mm		
Lug Width	a. Rose Gold (GP) b. None c. Other	18 mm		
Plating		None		
Other				
Back Plate Engraving	a. Yes (File) b. No	Yes	Yes	case back.jpg
Water Resistance	a. 3 ATM b. 5 ATM c. 10 ATM	5 ATM		
Glass	a. Mineral b. Sapphire	Sapphire (AR coating inside)		
B. Clock Face				
Clock Face Design	a. Selected from catalog b. Image c. Reference sample d. Custom Design File	Reference sample	Yes	Dial.jpg



Step 1: Prepare Product Spec Sheet

Step 2: Supplier Sourcing

Step 3: Sample Development

Step 4: Production, Payment & Quality Control

Starter Package 2018

Get all the tools you need to manage the importing process by yourself, from your office or home.



- ✓ Tutorials, Videos & Interactive Tasks Lists
- ✓ Online Community
- ✓ Document Templates
- ✓ Book Quality Control, Lab Testing, Shipping & More Via the Dashboard

Disclaimer: The Customer featured in this case study used the Starter Package to create their product. Alternative solutions will be presented during this Webinar.

About this Case Study

- **Client:** Lanna Watches AB
- **Target market:** European Union
- **Product:** Custom Designed (OEM) Stainless Steel Watches
- **Time frame:** Q3 2016 to Q1 2017
- **Note:** The names of companies and individuals, mentioned in this case study, have been altered (as required by our privacy policy)

- ✓ What you will learn in today's Webinar can be applied to essentially any **product category**
- ✓ The methods apply to both **private label** products and **custom designed (OEM)** products
- ✓ This webinar will take **around 1 hour** (but save you weeks of work)

About the presenter: Fredrik Gronkvist

- Co-founder of Chinaimportal.com
- Based in Shanghai since 2011
- Expert in product development and manufacturing in Asia
- Contributing to Global Sources and Alibaba.com



Presenter: Fredrik Gronkvist
Chinaimportal.com co-founder

About ChinaImportal.com

- A comprehensive and respected online knowledge base for importers (www.chinaimportal.com/blog)
- 240+ articles, guides and interview with leading industry experts
- Reaching more than 110,000 monthly readers, worldwide

Chinaimportal has been featured in...

global  sources



Bloomberg

Got questions?

Use the contact form!

(We reply to all questions within 24 hours)

Okay, let's get started!

Part 1: Prepare Product Specification / Research Product Regulations

Specifications	Options (Select one)	Specification (Fill in)	File Required	Support File
a. Watch Case				
	a. Selected from catalog b. Image c. Reference sample e. Custom Design File			
Design Reference		A	Yes (Type) / No	
Material	316L Stainless Steel	316L Stainless Steel		
Diameter	XX mm	34 mm		
Thickness	XX mm	7 mm		
Lug Width	a. 18 mm b. 20 mm c. 22 mm	16 mm		
Plating	a. Rose Gold (IP) b. None c. Other	None		
Other				
- Back Plate Engraving	a. Yes (File) b. No	Yes	Yes	case back.jpg
- Water Resistance	a. 3 ATM b. 5 ATM c. 10 ATM	5 ATM		
- Glass	a. Mineral b. Sapphire	Sapphire (AR coating inside)		
b. Clock Face				
	a. Selected from catalog b. Image c. Reference sample e. Custom Design File			
Clock Face Design		Reference sample	Yes	Dial.jpg



Part 1 Overview

1.1 Download product specification template and create spec sheet

1.2 Research all mandatory product safety standards, labeling requirements and other regulations

Task 1.1: Download product specification template and create spec sheet

1. A product specification includes all data and files that defines the product's design, functions and quality.
2. Example: Dimensions, Pantone Color Codes, Material Samples, Technical Standards (i.e., ASTM), Design Drawings, Label Files
3. **Question:** Why do I need a product specification?

Watch Spec Sheet Sample

Specifications	Options (Select one)	Specification (Fill in)	File Required	Support File
a. Watch Case				
	a. Selected from catalog b. Image c. Reference sample e. Custom Design File			
Design Reference		A	Yes (Type) / No	
Material	316L Stainless Steel	316L Stainless Steel		
Diameter	XX mm	34 mm		
Thickness	XX mm	7 mm		
	a. 18 mm b. 20 mm c. 22 mm			
Lug Width		16 mm		
	a. Rose Gold (IP) b. None c. Other			
Plating		None		
Other				
- Back Plate Engraving	a. Yes (File) b. No	Yes	Yes	case back.jpg
	a. 3 ATM b. 5 ATM c. 10 ATM			
- Water Resistance		5 ATM		
	a. Mineral b. Sapphire			
- Glass		Sapphire (AR coating inside)		
b. Clock Face				
	a. Selected from catalog b. Image c. Reference sample e. Custom Design File			
Clock Face Design		Reference sample	Yes	Dial.jpg

Task 1.2: Research all product regulations

1. **Product regulations cover the following**
 - a. Safety standards
 - b. Chemical restrictions
 - c. Labeling requirements and document requirements
 - d. Lab testing requirements
2. **Examples:** CE Mark (EU), REACH (EU), FCC Part 15 (US), CPSIA (US), AS/NZS (AU / NZ)
3. **Question:** What do I need to do to comply?

How do I find out which regulations apply?

1. Government Websites
2. Lawyers and Consultants
3. ProductIP.com
4. **Starter Package Module 7:** Product Safety Regulations



Part 2: Supplier Sourcing / Price Research

Customer: Lanna Watches AB
Order ID: 21893

Supplier Comparison Table

SUPPLIER CODE	A	B	C	D
Name	SZ Reik	SZ C Watch	SZ Sanobi	SZ Lastar
Supplier Information				
Registered Capital (CNY) <small>1 Chinese Yuan = 0.155 U.S. Dollars</small>	500,000	2,000,000	2,000,000	XX,XXX
Product Certification <small>United States / European Union</small>	✓	✓	✓	✓
QMS Certification <small>Quality Management System</small>	✓	✓	✗	✗
CSR Audits / Certification <small>Corporate Social Responsibility</small>	✓	✗	✗	✓
Product Scope				
Main Products <small>As listed on website</small>	Steel, Zinc Alloy, Wood Watches	Steel, Zinc Alloy Watches	Steel, Zinc Alloy Watches	Steel, Zinc Alloy Watches
Product Catalog				
External Link <small>Website / File</small>	Access	Access	Access	Access



Part 2 Overview

2.1 Sourcing candidate suppliers

2.2 How the client contacted the suppliers to request quotations

2.3 Supplier selection process

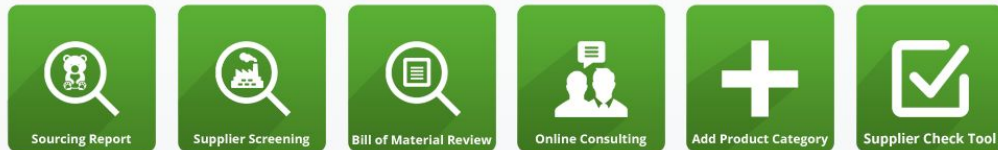
2.4 Factory Audit

2.1 Sourcing candidate suppliers

Starter Package Navigation

You can access all the services you need, either from Chinaimportal or our vetted third party service providers. Ordering these services is optional, and the Starter Package: Startup and Business versions are bundled with the Sourcing Report and Online Consulting, although you may still buy more tickets, if you need to.

General: Supplier Vetting & Product Development



Compliance & Quality: Quality Control, Factory Audits & Lab Testing



Other Services: Freight & Payment



Lanna Watches AB ordered a Sourcing Report (PDF) from the Dashboard

Sourcing Report



We help you identify suppliers for your product. Fill in the form below to request a Sourcing Report (PDF). If you are not familiar with the terms of the Sourcing Report, please read the FAQ below the Contact Form.

⬇ Download Sample Report (PDF)

How to order a Sourcing Report

1. Order Sourcing Report Ticket (1 Product Category / Ticket)

✓ 1 Ticket (\$79)

✓ 3 Tickets (\$149)

✓ 5 Credits (\$199)

Notice: The Startup version includes 1 ticket, and the Business version includes 3 tickets (You can order additional credits after you run)

2. Fill in the form below and submit to order Sourcing Report

Notice: 1 ticket is automatically deducted

General Information

Product Name (Required)

Stainless steel Wrist Watch

Product Category (Required)

Watches ▼

Product Specifications (Required)

Material: 316L Stainless Steel

Design: OEM

- See file attachment

Thickness. 6.5 mm



I'm not a robot



reCAPTCHA
Privacy - Terms

Order Report

Customer: Lanna Watches AB
Order ID: 21893

Supplier Comparison Table

SUPPLIER CODE	A	B	C	D
Name	SZ Reik	SZ C Watch	SZ Sanobi	SZ Lastar
Supplier Information				
Registered Capital (CNY) 1 Chinese Yuan = 0.155 U.S. Dollars	500,000	2,000,000	2,000,000	XX,XXX
Product Certification United States / European Union	✓	✓	✓	✓
QMS Certification Quality Management System	✓	✓	✗	✗
CSR Audits / Certification Corporate Social Responsibility	✓	✗	✗	✓
Product Scope				
Main Products As listed on website	Steel, Zinc Alloy, Wood Watches	Steel, Zinc Alloy Watches	Steel, Zinc Alloy Watches	Steel, Zinc Alloy Watches
Product Catalog				
External Link Website / File	Access	Access	Access	Access

The Sourcing Report (PDF) is delivered within 3 working days

Where should I look for suppliers?

Supplier Directories: Alibaba.com, Globalsources.com

Company Data: Registered Capital, Year of Registration

Product Scope: Are they specialized in your category?

Product Compliance: Uploaded test reports and certificates

Company Certificates: Quality Management, Social Compliance (CSR)

2.2 How the client contacted the suppliers to request quotations

Step 1: Visit supplier websites and find their phone number

Step 2: Make introduction call and obtain the email of a sales rep

Step 3: Submit product specification files and your safety standard requirements list

Step 4: Follow up with suppliers on a regular basis via Wechat and Skype, until you have received your quotations

2.3 Supplier Selection Process

A	B	C	D
SZ Reik	SZ C Watch	SZ Sanobi	SZ Lastar
\$18.5 (Win)	\$20.45 (High)	No quote provided	\$16.41 (Low)

- **It took 2 weeks to receive the quotations** and countless follow ups
- **1 supplier was not interested** in quoting the customer (SZ Sanobi)
- **The customer selected** Supplier A: Shenzhen Reik Watch Co., Ltd based on their compliance track record, quality management system and competitive unit price

Customer: Lanna Watches AB
Order ID: 21893

Supplier Comparison Table

SUPPLIER CODE	A	B	C	D
Name	SZ Reik	SZ C Watch	SZ Sanobi	SZ Lastar
Supplier Information				
Registered Capital (CNY) 1 Chinese Yuan = 0.155 U.S. Dollars	500,000	2,000,000	2,000,000	XX,XXX
Product Certification United States / European Union	✓	✓	✓	✓
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CSR Audits / Certification Corporate Social Responsibility	✓	✗	✗	✓
Product Scope				
Main Products As listed on website	Steel, Zinc Alloy, Wood Watches	Steel, Zinc Alloy Watches	Steel, Zinc Alloy Watches	Steel, Zinc Alloy Watches
Product Catalog				
External Link Website / File	Access	Access	Access	Access

2.4 Factory Audit



- Before **paying for samples**, Lanna Watches ordered a factory audit via Chinaimportal.com
- The **Factory Audit** gave them valuable insights into the supplier's production capabilities
- The Factory Audit was executed a few days after the order, and the customer received a **Factory Audit Report** in PDF format.

Got questions?

Use the contact form!

(We reply to all questions within 24 hours)

Part 3: Product Sample Development

Sourcing Report | Sourcing-Report-SAMR | 3.1 Product Sample Sp... | Template 3A: Sample O...

account.chinainportal.com/lesson/3a-m3-p2-c1/

Template 3A: Sample Order Sheet

CONTACT LESSON TEACHER

Sample Order Terms

THIS AGREEMENT is made by and between:

Buyer	Supplier
Company Name	Company Name
Address	Address
City	City
State	State
Zip	Zip
Country	Country

I. Product Sample Details

Product Name	
Quantity	
Technical Specifications	
Packaging	
Shipping Requirements & Standards	
Shipping Requirements	
Transportation	
Product File Attachments	<ul style="list-style-type: none">• File A• File B• File C
Other File Attachments	<ul style="list-style-type: none">• File D• File E• File F
Other Product Details	

Description: Add all relevant sample product specifications and attachments to this document template. You may also modify the order terms as you request.

[DOWNLOAD TEMPLATE 3A: SAMPLE ORDER SHEET](#)

General Starter Package – Startup

Introduction

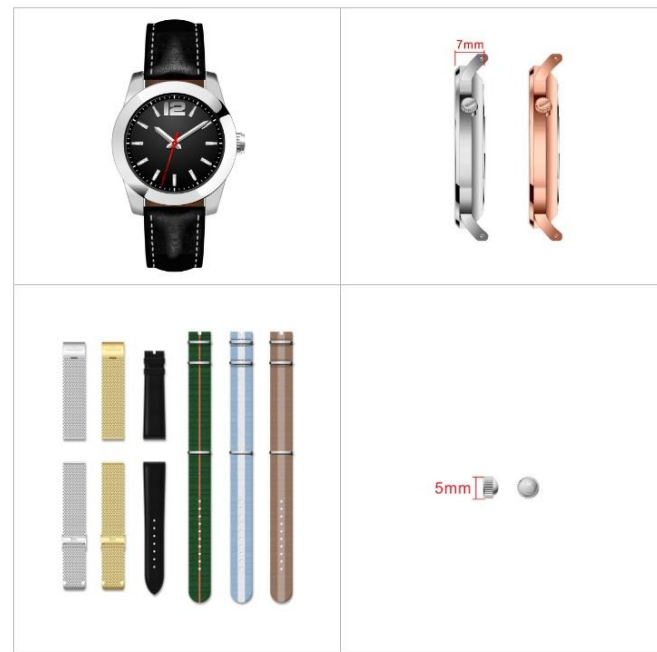
- [Legal Disclaimer](#)
- [Glossary](#)

1. Create Product Specification

- [1.0 Introduction](#)
- [1.1 Research product specifications](#)
- [1.2 Draft a product specification sheet](#)
- [1.3 Formats](#)
- [1.4 Create Label Files](#)
- [1.5 Create Design Files](#)
- [1.6 Task List](#)
- [Template 1A: Product Specification Document](#)

2. Supplier Research

- [2.0 Introduction](#)



Part 3 Overview

3.1 Download template to prepare sample order sheet

3.2 Pay product samples and obtain 2D rendering

3.3 Sample production process

3.1 Download template to prepare sample order sheet

Sourcing Report |

Sourcing-Report-SAMPL |

3.1 Product Sample Spec |

Template 3A: Sample Order Sheet

account.chinainportal.com/lesson/t3a-m3-p2-c1/

Template 3A: Sample Order Sheet

CONTACT LESSON TEACHER

Sample Order Terms

THIS AGREEMENT is made on 2020/01/01 between:

Buyer

Company Name

Business registration number

Address

Zip code

City, Country

Supplier

Company Name

Business registration number

Address

Zip code

City, People's Republic of China

I. Product Sample Details

Product Name	
Quantity	
Technical Specifications	
Packaging	
Identification regulations & Standards	
Labeling Requirements	
Test items	
Product File Attachments	<ul style="list-style-type: none"> File A File B File C
Other File Attachments	<ul style="list-style-type: none"> Performance Report Other Business License Manufacturer Business License
Other Product Details	

Description: Add all relevant sample product specifications and attachments to this document template. You may also modify the order terms as you request.

General Starter Package – Startup

<

>

Introduction

Legal Disclaimer

Glossary

1. Create Product Specification

1.0 Introduction

1.1 Research product specifications

1.2 Draft a product specification sheet

1.3 Formats

1.4 Create Label Files

1.5 Create Design Files

1.6 Task List

Template 1A: Product Specification Document

2. Supplier Research

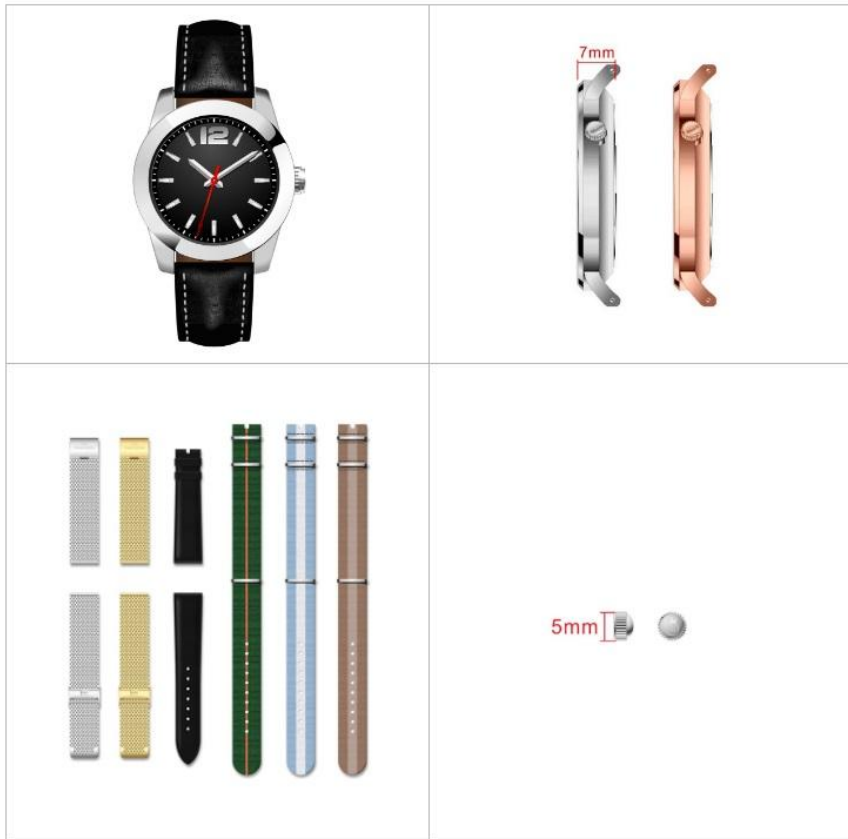
2.0 Introduction

Download Template 3A: Sample Order Sheet

Why do I need a sample order sheet?

- a. List all **product specifications** and **compliance requirements**
- b. Define **Intellectual Property (IP)** ownership terms
- c. Define **mold and tooling** ownership terms
- d. **Payment** terms and sample **production** time terms

3.2 Pay product samples and obtain 2D rendering



a. **100% prepayment** before sample production start

b. The supplier provided a **2D rendering** to 'confirm the design' before moving forward

c. The tooling and sample order process was at this point expected to take **45 days**

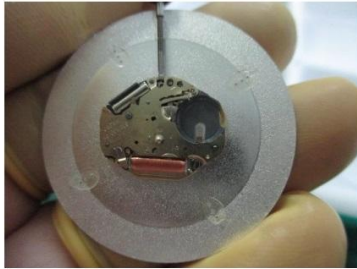
3.3 Tool and sample production process

- a. In the end, it took **2 sample revisions and more than 2 months** before the customer had a sample they could approve
- b. Lanna Watches AB supported the supplier during the process, and provided suggestions to **all sample issues** they found (i.e., missing logos, wrong colors)

And this was the result...



Part 4: Production, Payment & Quality Control



Movement test



Packaging Check



Visual Inspection



Dimensions Check

General Information

Product Name (Required)

Watches (Stainless Steel 316L)

Product Category (Required)

Watches

Your details

Your Email Address (Required - Use the same email address you used for the purchase)

Info@lannawatches.net

✓ I'm not a robot



Request Quote (Free)

Part 4 Overview

4.1 Sales Contract

4.2 Deposit payment (30%) and production start

4.3 Quality Control Booking

4.4 Quality Inspection

4.5 Lab Test Booking

4.6 Balance Payment (70%)

4.1 Download template and prepare sales contract

4. Production & Quality Control

In progress

Lessons

☒

4.0 Introduction

☒

4.1 Sales Agreement & Deposit Payment

☒

4.2 Production

☒

4.3 Quality Control

☐

4.4 Product Compliance

☐

4.5 Balance Payment

☐

4.6 Task List

Why do I need a contract with the supplier?

1. Communicate your **product specifications** and **quality requirements**
2. Communicate your **product safety requirements**
3. Communicate how your **quality assurance process** works (to put pressure on your supplier to actually comply with 1 and 2)
4. Establish a framework for **shipping** terms, **payment** terms, late delivery penalties and **defective** products

4.2 Deposit payment

1. Pay **30% before production**, 70% after the products are finished **and** quality and compliance are verified (Do NOT pay 100% in advance)
2. Only pay the **company account**
3. Do **NOT** pay to private bank accounts or via Western Union



The Supplier started production after receiving the deposit payment...

4.3 Quality control booking

Quality Control | Quality Control Partner | Sourcing Report | Sourcing Report-SAMPLE | General Starter Package | 4.1 Sales Agreement & |

Secure | https://account.chinaimportal.com/quality-control/

CHINAIMPORTAL Dashboard Quick Start Manuals Messages My Account

Quality Control



Quality Control

A **Quality Control (QC)** takes place in the factory, after production but before you pay the balance (import Manual: Part 4). The purpose of the quality inspection is to select a sufficiently large number of samples, and check that they are made according to your specifications and quality requirements. By filling in the form below, our quality control partner will contact you shortly.

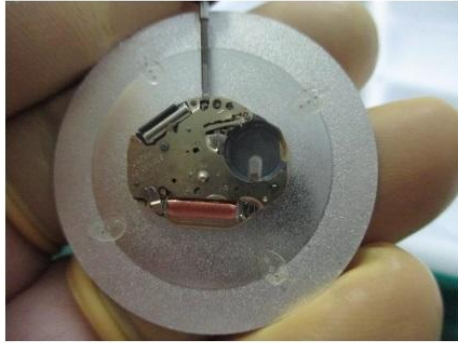
Download Sample Report (PDF)

About Sofeast Ltd



- Location: Shenzhen, China
- Contact person: Renaud Anjoran
- Email: ra@sofeast.com
- Website: www.sofeast.com
- Terms of Service: [Click here](#)
- Privacy Policy: [Click here](#)

4.4 Quality Inspection



Movement test



Packaging Check



Visual Inspection



Dimensions Check

a. The Quality Inspection was executed after production was completed

b. The QC company confirmed the quality checklist with the customer before visiting the factory

c. The QC report (PDF) was delivered 1 day after the inspection

This was checked

- Visual Inspection
- Dimensions
- Movement test
- Drop test
- Water pressure test
- Glass hardness test
- Packaging materials

Quality Inspection Result

In total, the inspection agency checked 120 pcs (of 600 pcs). The statistics came out as follows:

Minor defects: 4 pcs (Dust, minor marks)

Major defects: 1 pc (Malfunctioning movement)

Critical defect: 0 (None)

Result: The Customer approved the order

Product quality was verified, but one step remained...

4.5 Lab Test Booking

General Information

Product Name (Required)

Watches (Stainless Steel 316L)


Product Category (Required)

Watches

Your details

Your Email Address (Required - Use the same email address you used for the purchase)

info@lannawatches.net

 I'm not a robot



[Request Quote \(Free\)](#)

a. Lanna Watches booked the compliance test via the Dashboard, 2 weeks before completion

b. The QC company collected 4 samples and submitted to the lab testing company

c. The client booked a REACH and RoHS test for the IP Rose Gold Case and REACH for 2 strap color variants

Compliance Test Result

The compliance company requested batch samples directly from the supplier in Shenzhen. Exactly one week later, the customer received a test report with the following result:

REACH: Passed

RoHS: Passed

Hence, the customer could finally approve the batch, and wire the balance.

4.6 Balance Payment

1. Lanna Watches AB paid the **remaining 70%** after both the quality control and lab test was successfully completed
2. Due to the small size of the shipment, the customer ordered **air delivery** via DHL, to a fulfillment center in the EU

✓ Project Completed

**After 6 months, Lanna Watches successfully shipped their
first product in early 2017
(And you can do the same)**



So, what did we learn here today?

- ✓ Step 1: Create a product specification sheet
- ✓ Step 2: Research all mandatory product regulations
- ✓ Step 3: Use Alibaba and Global Sources to find the right supplier
- ✓ Step 4: Place a sample order and cooperate with your supplier to get it right
- ✓ Step 5: Draft a sales contract before placing the order
- ✓ Step 6: Pay 30% before production starts and 70% after the quality is verified
- ✓ Step 7: Always get your goods quality inspected and lab tested

How do I take the next step?

“How do I take the next step?”



Option 1: Do it yourself

- + You save money
- Very high risk of failure
- Very time consuming



Option 2: Hire an agency

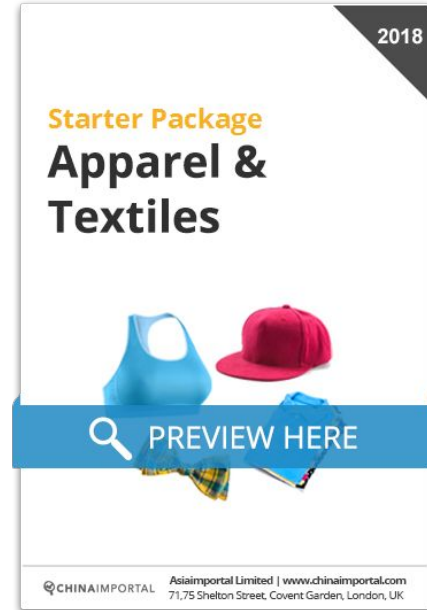
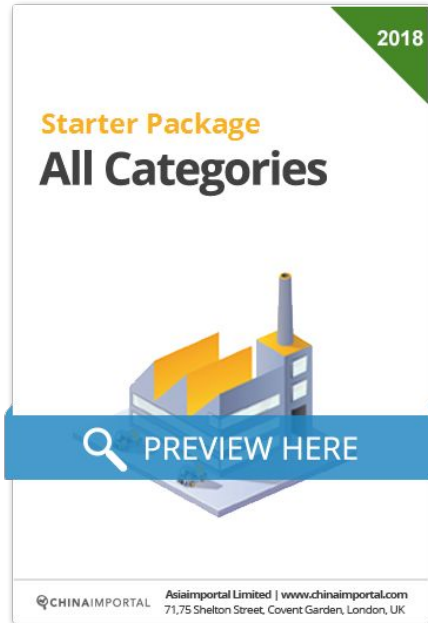
- + They will do it for you
- Most agents are not qualified
- You will pay thousands of dollars

Hiring an agency can be really expensive...

Service	This is what you pay if you hire an agency or consultant
1. Create Product Specification	US\$500 - 1000
2. Supplier Sourcing / RFQ	US\$500 - 700
3. Sample Management	ODM: US\$300 - 500 OEM: US\$1500 - 2000
4. Agreement & Freight Booking	US\$1000 - 1500
5. Product Compliance	1. Standards Assessment: US\$900 2. Create Documents: US\$3000 3. Create Labels: US\$1000

Total: -\$10,100

We offer an affordable alternative



Let me show you a live demo...

Got questions?

Use the contact form!

(We reply to all questions within 24 hours)

Webinar Bonus Package

Use the Discount Code to Get This:



- ✓ Starter Package 2018 with **USD 100 Discount**
- ✓ Creating your first Shopify store (Value: \$79)
- ✓ Selling on Amazon.com Guide (Value: \$79)
- ✓ Crowdfunding Guide (Value: \$79)
- ✓ 1 on 1 Strategy Call Session (Value: \$149)

The offer is valid for 72 hours

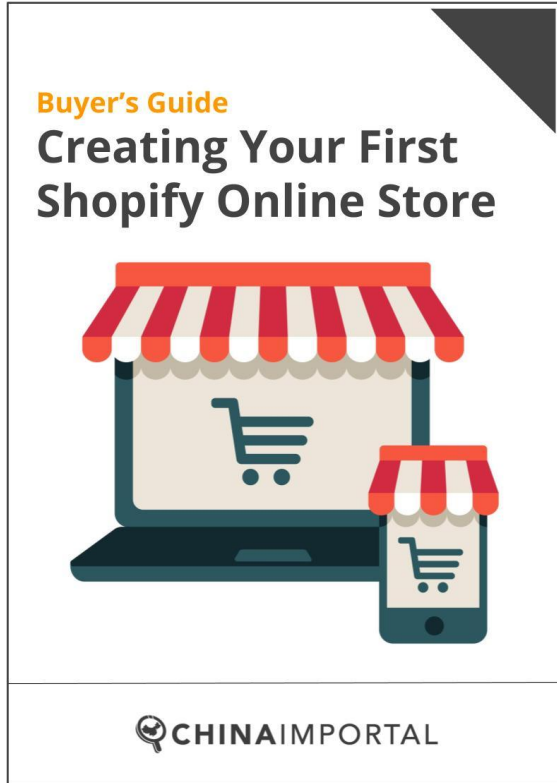


Save USD 100

When ordering **any** Starter Package

Use the code in the checkout

Bonus: Creating Your First Shopify Online Store (Value: \$79)



Part 1: Creating your Shopify store in 7 steps

- ✓ Step-by-step instructions and images
- ✓ Shopify Pricing
- ✓ Setup menus, pages, themes & adding products
- ✓ Payment gateways, shipping options & Shopify Apps

Part 2: Marketing

- ✓ Blogging & Google SEO
- ✓ Facebook, Instagram and Youtube Ads
- ✓ Google Adwords & Retargeting
- ✓ Setting up an email list

Included Webinar Bonus: Selling on Amazon (Value: US\$79)



Part 1: Shipping & Labeling

- ✓ FBA Labels
- ✓ Fulfilment Centers & Delivery Options

Part 2: Quality Assurance (QA) for Amazon Sellers

- ✓ Amazon quality requirements, defect rates and returns
- ✓ How to avoid quality issues and delays (that can get your account suspended)

Part 3: Product Certification Requirements on Amazon

- ✓ Product safety standards and labeling requirements
- ✓ Document submission and product descriptions

Included Webinar Bonus: Crowdfunding Guide (Value: US\$79)



Part 1: How to get started

- ✓ How to setup a **Kickstarter** account
- ✓ How to set up an **Indiegogo** account

Part 2: Crowdfunding strategy

- ✓ At which stage in the process should you raise funds?
- ✓ Crowdfunding product sample development

Part 3: How to deliver your product

- ✓ What comes next once you've raised the funds?
- ✓ Shipping and logistics options for crowdfunding



1 on 1 Call Session

Value: \$149

Use the Discount Code to Get This:



- ✓ Starter Package 2018 with **USD 100 Discount**
- ✓ Creating your first Shopify store (Value: \$79)
- ✓ Selling on Amazon.com Guide (Value: \$79)
- ✓ Crowdfunding Guide (Value: \$79)
- ✓ 1 on 1 Strategy Call Session (Value: \$149)

The offer is valid for 72 hours

How to get the Webinar offer

1. Go to www.chinaimportal.com and select your product category (i.e., Watches)
2. Scroll down to the price table & select your version (i.e., Startup)
3. Use the discount code in the checkout to get USD 100 off + all bonuses assigned to your account

This offer is ONLY available to Webinar attendees
(You will not see this elsewhere)

Let's take a look at two products that's been made using the Starter Package...



The DrawBag (USA)

Image Copyright TheDrawbag.com



DR. W. (Netherlands)

Image Copyright DR. W.

We have **testimonials** from customers in the US, Europe & Asia Pacific

“

The Starter Package has already paid for itself many times over

Chinaimportal.com offers exceptional value for money. It is only one month since I signed up for the Starter Package and it has already paid for itself many times over. The living reservoir of relevant and concise manuals, guides, templates, webinars and a complete spectrum of optional services are impressive.

The fact that, as a signed-up member, I will have lifetime access to these constantly updated resources at no extra cost is absolutely amazing.



– Noel Coburn, Clarity BES, Ireland

“

Look no further, no one else offers this kind of service

I'm extremely happy with everything I have received from Chinaimportal. I purchased the Starter Package and also hired them to source out a manufacturer for me. They are very responsive and thorough and also offer a ton of free education you cannot get anywhere else. If you want to do business in Asia then this is the definitive source you will need to be successful. Look no further, no one else offers this kind of service to make your business importing a smooth journey. I give them 5 stars and have no trepidation in recommending them.



– Debra Jacobson, D Jacobson Consulting, United States

“

The case studies and templates are a lifesaver

After completing another comprehensive Importing course, which had a strong focus on product selection and overall strategy, I found I still had gaps in the operational detail and day to day know-how reality of importing. This forced me to look specifically for a course that filled the gaps and provided the necessary 'real life' detail needed to operationalise this business – the Starter Package by Chinaimportal provided just what I was looking for.

I love the overall coherency of the course and how each module logically follows a systematized path which leads to an understandable outcome – the course not only provides a clear understanding of 'how', but more importantly the underlying reasons 'why!' The case studies and templates are a lifesaver and provide invaluable knowledge for entrepreneurs or start-ups looking to stitch together a great understanding of importing. If mitigating operational risks in a business with multiple challenges is what you are looking for, you can't go wrong investing in this course.



– Riki Solomon, General Manager, Clever Importing, Australia

Q&A Session

I plan to import from **Vietnam / India / Other country in Asia**. How can I use the Starter Package?

What If I'm **not based in the EU or USA**... Can I still use the Starter Package?

Not based in the US or Europe?

(We've got you covered)

Country Guide: Australia & New Zealand



Country Guide

Australia & New Zealand

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Country Guide

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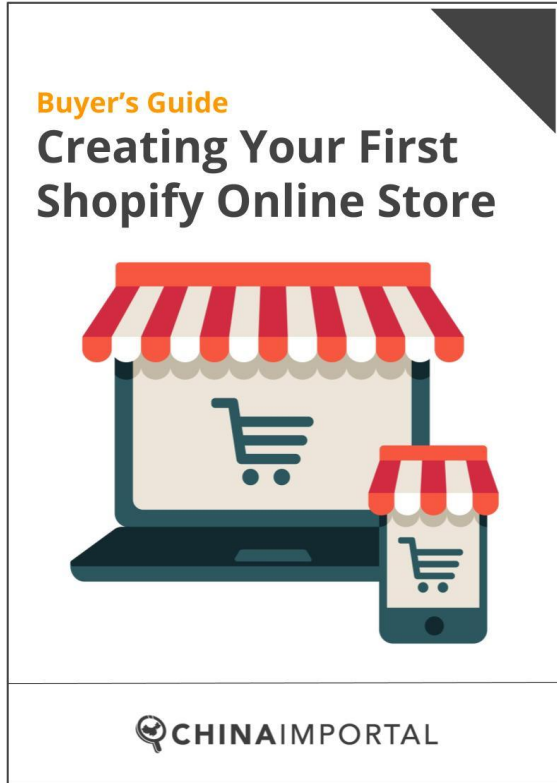


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- ✓ Fulfilment Centers & Delivery Options

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- ✓ Amazon quality requirements, defect rates and returns
- ✓ How to avoid quality issues and delays (that can get your account suspended)

Part 3: Product Certification Requirements on Amazon

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- ✓ How to set up an **Indiegogo** account

Part 2: Crowdfunding strategy

- ✓ At which stage in the process should you raise funds?
- ✓ Crowdfunding product sample development

Part 3: How to deliver your product

- ✓ What comes next once you've raised the funds?
- ✓ Shipping and logistics options for crowdfunding



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