

How To Quickly Source Products From China

Purpose: One of the biggest concerns when sourcing a product is finding a supplier or manufacturer who will source the product for you at a price-point that will allow you to make a profit while selling on Amazon. This procedure will show you how to source high-quality products from Chinese sources using Alibaba.com.

Speed is the name of the game here - you want to get skin in the game quickly so you can test the market with your product idea. You shouldn't worry too much about fancy packaging, logos, or other markings. A plain white box or polybag will work just fine for your product packaging at the start. As you grow, you can discuss packaging options, get a logo designed, take professional product pictures, etc.

When sending your messages to the selected suppliers, make sure you only send one message to each supplier, as sending multiple messages to the same supplier looks unprofessional. Also, you can decide whether to send the same message to each supplier individually (more time consuming) or all suppliers at once (quicker, but less personal). The procedure below shows you how to send to all suppliers at once.

Tools Used:

- A free Alibaba.com account (for sending messages)

Process:

1. Go to Alibaba.com
2. Type in a generic product name in the search bar, like "selfie stick"
3. Look through the results and take note of the price & MOQ
 - a. Optional: Use the certification filters on the left-hand side of the page to find the most professional suppliers based on your product's category or requirements.
4. Select 5-10 suppliers by clicking on the "compare" link (click the "+" button)
5. After selecting your suppliers, click the orange "compare" button - this opens a window for sending messages.
6. Select all the suppliers you want to send your message to (by selecting each supplier individually or by clicking the "select all" button).
7. Click the "contact supplier" button
8. Modify the template below for sending your inquiry to the suppliers:
 - a. **Note:** Edit the info in brackets in this email template with your specific company information. This email is meant to be specific, and lets the supplier know you'll be selling in the U.S. market (Chinese suppliers love to sell in the U.S. market). Also, consider sending a screenshot of a competing Amazon product so the supplier makes no mistake about which product you're asking about. Finally, the template below mentions 500 units as a test quantity, but make sure you fill out the Alibaba form inquiring about 5000 units to get their attention.

Subject: Price quote needed for [GENERIC PRODUCT NAME] to U.S.A. market

Body:

Hello from the U.S.A.

My name is [YOUR NAME] from [YOUR COMPANY] in the U.S.A. and we're looking to grow our Amazon product line with more products we can private label.

We're a growing company and are always looking to work with trusted suppliers for our [GENERIC PRODUCT NAME].

If you'd think we'd be a good company to work with, please send your best quote, MOQ, and lead time for the [GENERIC PRODUCT NAME].

We will have this product private labeled and will likely need some custom packaging.

If we do business, we will use air freight to 90731 for our first order.

Please send your best price quotation with air freight and photos of your product and plant to me directly at:

[YOUR EMAIL]

Thank you for your time and consideration.

Best regards,
[YOUR NAME]
Purchasing Director, [YOUR COMPANY]

9. Click the "send" button
10. Create a spreadsheet to track incoming replies (you should receive replies within a few days). At a minimum, track and compare the following for each supplier:
 - a. Supplier Name
 - b. Product Price
 - c. Product Lead Time
 - d. Payment Options
11. Place a sample order with the supplier you're most comfortable with/the best fit for the project.
 - a. Send an email to this supplier and request a PI for 500 units. Provide a detailed shipping address and phone number for the consignee.
 - b. Most common payment terms for air freight are 30% down when you place your order, with the balance paid before shipping once the supplier informs you they are ready to ship.
 - c. Most common payment terms for ocean freight are 30% down, 30% when the cargo is loaded onto the ship, and the remainder paid once you receive notice the ship has reached the U.S.A.
 - d. **Never pay 100% of the cost of goods in advance before manufacturing begins!** Unless it is a small order, stick to these terms. Some companies may try to pressure you into paying upfront. If they do, simply inform them your company policy is to never pay more than 50% up front.

12. Generate product barcode labels in PDF format to send to the factory to label your product packages to send directly to FBA.
 - a. If the supplier is sending the shipment directly to Amazon's warehouse, create your Amazon product listing in Seller Central, "create shipment", and provide the supplier with the Amazon shipping label & packing list barcode.
 - b. Optional: If you're going to have the product prepared at a separate facility, then provide the supplier with the address of the Amazon prep facility.
13. Once your product has reached the Amazon warehouse, list your product and make sales!