

# Sourcing starter pack

## China



A black and white photograph of a person riding a hoverboard in a city square. The person's legs and feet are visible, wearing shorts and sneakers. The hoverboard has two large wheels with a multi-spoke design. The background shows a cityscape with buildings and a flagpole. The text "Why are we here today?" is overlaid in white on the right side of the image.

**Why are we  
here today?**



**You have the  
product you  
want to make**

You are potentially  
thinking...

A black and white photograph of a person's hands interacting with a tablet computer on a table. The tablet screen displays a website with various content blocks. In the background, another person is partially visible, and a cup of coffee sits on a saucer to the right. The overall scene suggests a professional meeting or collaborative work environment.

**I'll just search  
for a supplier**



**Get my product  
made**



**Then sit  
back...**

But it's **not**  
quite that simple...



A black and white photograph of a person sitting at a desk, writing on a document with a pen. The person is wearing a watch on their left wrist. The background is slightly blurred, showing another person's hands clasped together. The overall tone is professional and focused.

**Stage one:**  
**Start with the end  
in mind**

# Quality

- Excellent
- Good
- Average
- Poor



**Set your quality assurance expectations**



# Retail market safety & compliance



# Brand positioning that impacts production

A black and white photograph of several stacks of coins on a dark, reflective surface. The stacks are of varying heights, with the tallest stack in the background and shorter stacks in the foreground. The lighting is dramatic, creating strong highlights and deep shadows. The background is blurred, showing a bright light source.

**How will you  
finance  
production?**



# Understand importation legislation & documentation?



**Stage two:**  
**Supplier selection**

A black and white photograph of two men wearing hard hats and safety glasses, looking down at a document or blueprint in an industrial setting. The man on the left is wearing a dark jacket and glasses. The man on the right is wearing a light-colored jacket and a hard hat. The background shows industrial equipment and a bright light source on the right side of the image.

**Has the supplier  
been audited?**



Expert

**Do they have  
expertise in the  
industry?**

Widely recognized  
knowledge  
or deciding



**Outlined &  
agreed supplier  
expectations?**



# Understanding of processes for product development & manufacturing

**Stage three:**  
Sampling, sign off &  
production



# Reviewing physical product samples



**Have you  
visited the  
supplier?**



# Updating product specifications and sign off



# Manufacture and stock assurance



# Further considerations

A black and white photograph of a person's feet wearing sneakers, sitting on a chair. The person is wearing dark-colored sneakers with white laces and white soles. The chair has a textured, woven backrest. The background is a bright, slightly blurred outdoor setting with a wooden deck.

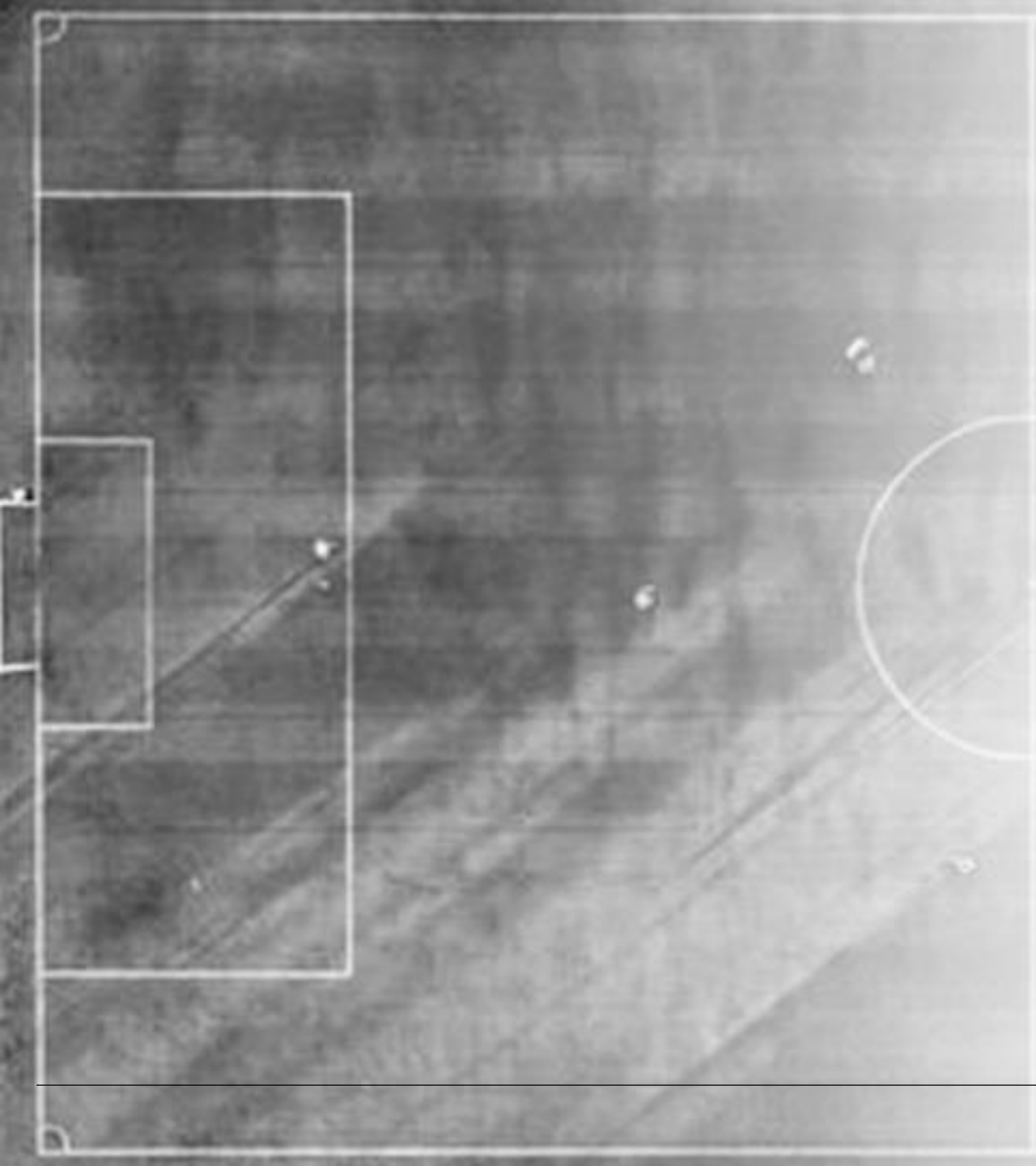
# Differences between a trader & a manufacturer



# Reading between the lines



# Understanding Chinese culture



# Level the playing field

**“Give me six hours to chop down  
a tree and I will spend the first  
four hours sharpening the axe”**

Abraham Lincoln