

eCommerce Marketing



CHAPTER 4 CHOOSING THE RIGHT SUPPLIER

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AGENDA

Intro & Validation

Design & Packaging

Finding Local & Global
Manufacturer

Shipping & Tracking

Placing your first stock

Product Inspection

Trademark & Patent



Start **local**
and scale **global**

GLOBAL

- Large amounts, cheaper
- High minimum order quantities
- Hard to innovate



Prototype using a local manufacturer



It doesn't always make
sense to go global

ABOUT THE TEATOX

In 2012 we combined our passion for tea and detoxing into a single product, creating the world's first 'Teatox'.



1 QUICK AND EASY

Our two step Teatox program includes our Morning Cleanse Tea (1 every morning) & Evening Cleanse Teas (1 every 2nd night) formulated to leave you feeling energised and refreshed.



2 MADE IN AUSTRALIA

Our teas are Made in Australia from the best quality local and imported herbs & extracts. Why Australia? Because we want you to have confidence in quality products.

Find a supplier that
can do **anything**



Be extremely communicative with
your supplier



It doesn't always make
sense to go local either

Validate your idea now,
save money **later**

Minimum Viable Product (MVP)

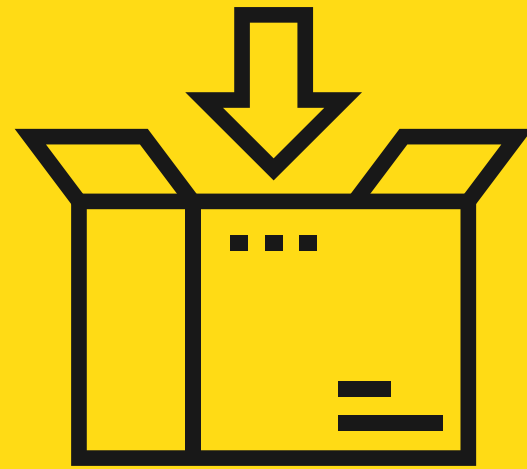
A product with enough features to gather feedback and potentially release

- 1. MAKE YOUR MVP BY HAND**
- 2. CREATE A 3D PROTOTYPE
GRAPHIC OF YOUR PRODUCT**
- 3. ORDER A SMALL RUN LOCALLY**

VALIDATION CHECKLIST



Ease of use



Ease of storage



Intiutiveness



Likes/Dislikes

TIP

Hire a **professional**
designer to create your prototype

(\$250-\$500)

↑Time + ↑Complexity = ↑\$

TIP

Make sure to check out a freelancer's
past work before hiring



Prototype

- Physical
- Sample/Model



Render*

- Digital
- Inspires a prototype

*A 3D, Visual representation of the finished product







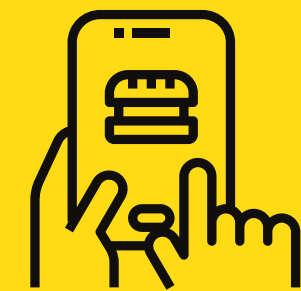
Make a great first impression
with your **packaging***

*in ecommerce or online business, there is no such thing as a product without packaging

1. Unboxing experience
2. Shipping Cost
3. Shape
4. Perceived Value
5. Functionality

Conduct competitor research for packaging

don't forget to pay attention to the ordering experience



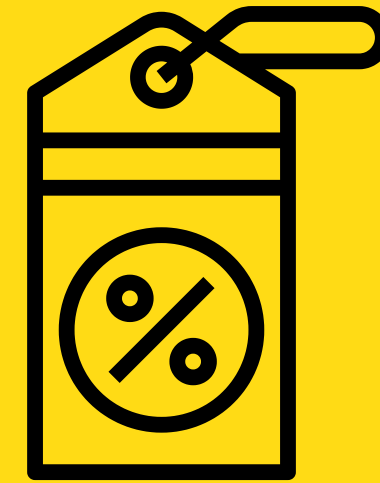
FINDING A MANUFACTURER FOR YOUR PACKAGING



The smaller the distance between your vendors the better



Local manufacturing allows for better communication



Avoid paying a markup by going straight to the source

MY MARKETS

- Home & Kitchen
- Vehicles & Accessories
- Tools & Hardware
- Electronics Components, Acce...
- Toys & Hobbies
- Consumer Electronics
- Apparel
- Machinery
- All Categories >

Featured machinery suppliers
Quality equipment with aftersales service

Source now

Selected Machinery

Woodworking Machinery

Source Now



Plastic & Rubber Machinery

Source Now



Laser & Machine Tool Equipment

Source Now



REQUEST FOR QUOTATION

Customization Service

AN EASY WAY TO SEND BUYING REQUESTS TO SUPPLIERS & GET QUOTES QUICKLY.

- Get quotes for your custom request
- Let the right suppliers find you

One Request, Multiple Quotes

What are you looking for...

Quantity

Bag/Bags

source: alibaba.com

PACKAGING STEPS

1. Hire a graphic designer
2. Send the design to a manufacturer
3. Evaluate samples
4. Place your order
5. Quality check

500+ UNITS

Skip the middleman and go directly to a manufacturer

Manufacturing is pretty much the same process for packaging
as it is for product

FINDING A LOCAL MANUFACTURER

1. Low MOQs are better if you are just starting out
2. Consider: proximity, work history, capabilities, quality
3. Record name, links, contact information

Keep in Mind

- Basic cost for the product type
- Price tiers for your MOQ
- Estimated manufacturing time
- Maximum Order Quantity?
- Product samples

FINDING A GLOBAL MANUFACTURER

1. Only place an order with a global manufacturer after you've created a successful product locally
2. Source them on alibaba.com
3. You are looking for a product as a whole from someone who previously manufactured your type of product



2016 Gift 650ml Water Bottle H2O plastic Fruit infusion bottle Infuser Drink Outdoor Sports Juice lemon water bottle

[Customs Data](#)

FOB Reference Price: [Get Latest Price](#)

US \$0.5-1.39 / Piece | 1000 Piece/Pieces 1pc for sample only, bulk order MOQ at 3000pcs (Min. Order)

Supply Ability: 500000 Piece/Pieces per Month

Port: Shenzhen

[Contact Supplier](#)

[Start Order](#)



Share

Seller Support: Trade Assurance – To protect your orders from payment to delivery
 Payment protection On-time shipment Product quality protection

Payment: [More](#)

Trade Assurance

2YRS [Shenzhen Quick Fit Plastic Company Limited](#)
China (Mainland)

Transaction Level:

Supplier Assessments:

20 Transactions 220,000+

Response Time <24h

Response Rate 92%

[View Contact Detail](#)

gold supplier 3YEARS

Trade assurance

[Product Details](#) [Company Profile](#) [Transactions Overview](#) [Report Suspicious Activity](#)

[Product Description](#) [Company Information](#) [Production Flow](#) [FAQ](#) [Certifications](#) [Contact](#)

Overview

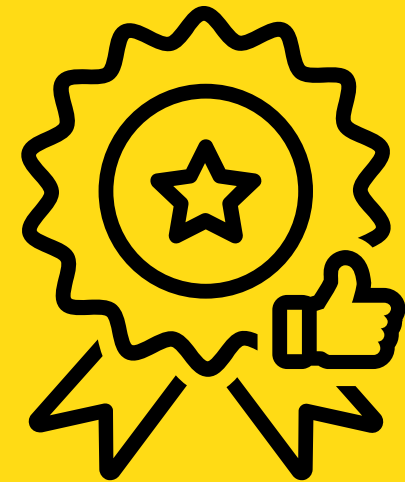
[Customs Data](#)

- Our Product Range
- All Products
 - Open Mould
 - Water Bottle
 - Fruit Infuser Bottle
 - Shaker Bottle
 - Electric Vortex Shaker

FINDING A GLOBAL MANUFACTURER FROM ALIBABA



Spent some time researching and shortlisting suppliers (3-5)



Clear idea of price and quality materials to use

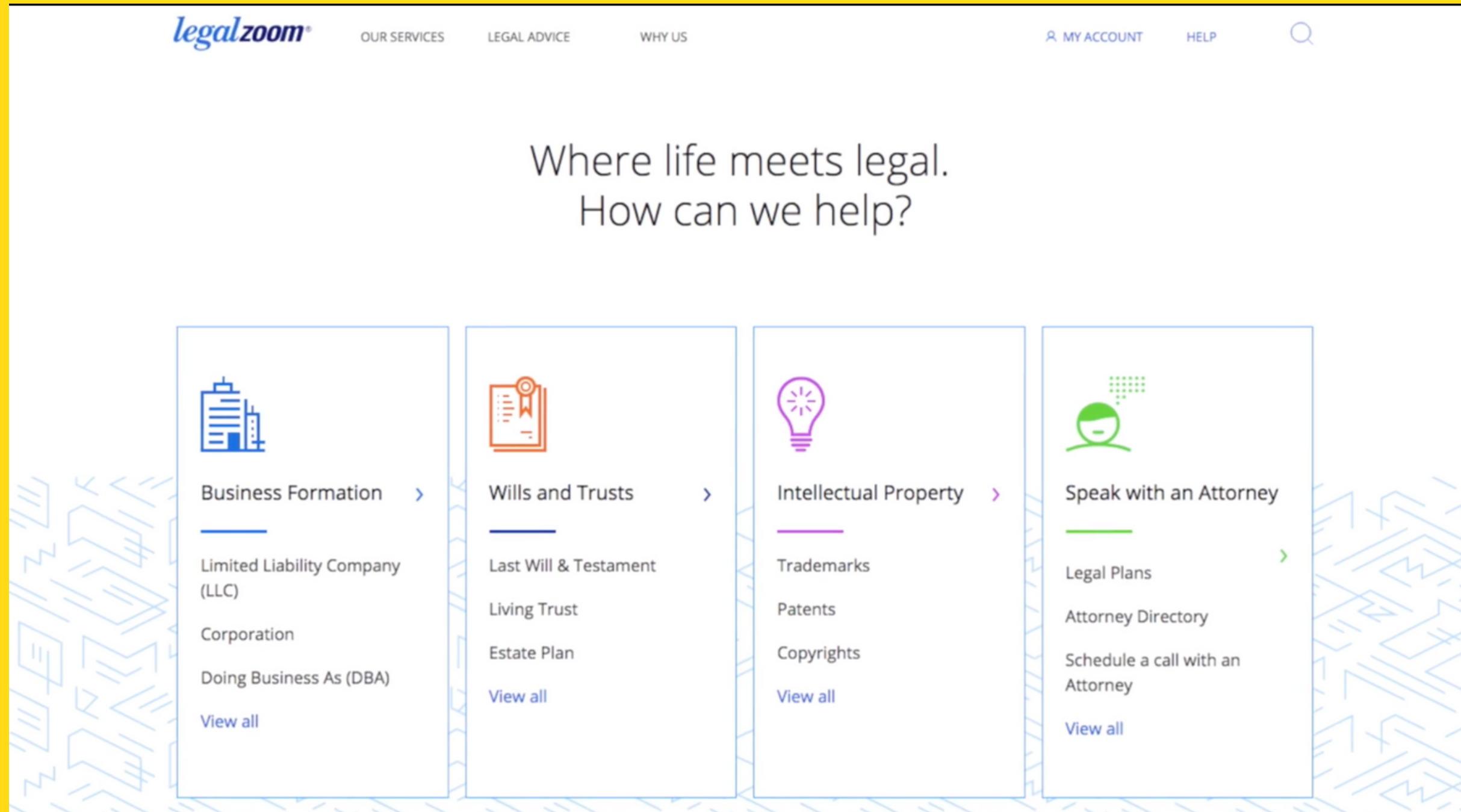


Pay attention to how quickly a supplier replies



You will need to pay for the samples

Keep your order quantity small when starting off



Lower order quantity = Lower Risk

source: legalzoom.com



QUANTITY



DEFECTS

PRODUCT INSPECTION

1. Eliminate possible defects with product inspection
2. If you choose international manufacturer, you need to get your product inspected

Without Product Inspection

- Defective Products
- Recalls
- Refunds
- Production Delays
- Unhappy Customers

PRODUCT INSPECTION

1. Hire a product inspector
2. Defect rate (2-5% of order)
3. Get your stock inspected for every new order
4. Warranties can actually save you money

TRADEMARK

A specific mark, design, word or
phrase that differentiates your brand
from others

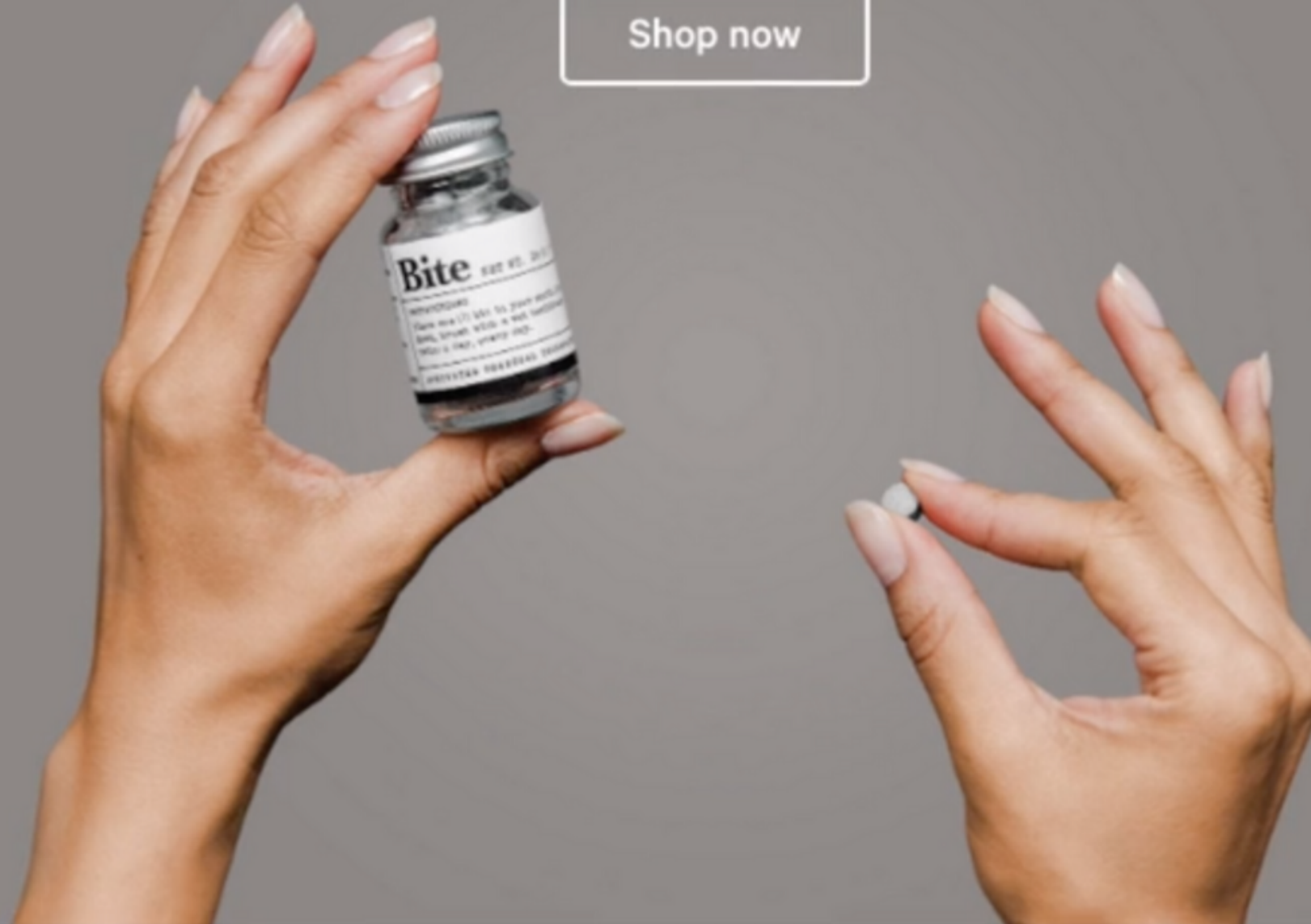
PATENT

A license or right that protects original inventions, designs and processes

Toothpaste, reinvented

A healthier, all-natural plastic free replacement for the paste you've used your whole life.

Shop now



source: bitetoothpastebits.com

AS SEEN ON



COSMOPOLITAN

COOL HUNTING

BuzzFeed

Women'sHealth

goop



INSIDER

CountryLiving

seventeen

 Help



Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Thu May 16 03:49:08 EDT 2019

TESS HOME | STRUCTURED | FREE FORM | BROWSE DICT | SEARCH OG | BOTTOM | HELP

WARNING: AFTER SEARCHING THE USPTO DATABASE, EVEN IF YOU THINK THE RESULTS ARE "O.K.," DO NOT ASSUME THAT YOUR MARK CAN BE REGISTERED AT THE USPTO. AFTER YOU FILE AN APPLICATION, THE USPTO MUST DO ITS OWN SEARCH AND OTHER REVIEW, AND MIGHT REFUSE TO REGISTER YOUR MARK.

View Search History:

Plural and Singular Singular

Live and Dead Live Dead

Search Term:

Field:

Result Must Contain:

Please logout when you are done to release system resources allocated for you.

This **New User (Basic)** search form allows for searching of the most commonly searched fields: word marks, serial or registration numbers, and owners.

The **Combined Word Mark** is the default search field and includes the **word mark** and **translation**.

Use the \$ for truncation in any field. For **Combined Word Mark** searches, the * is a more efficient truncation operator for left and/or right truncation. For example, the search term *DOG* with the **Combined Word Mark** will retrieve marks with common variations of the word DOG in the word mark or translation statements. Use of the \$ truncation operator sometimes results in a truncated hit list.

For serial number or registration number searches, enter the 8-digit serial number (e.g. 75123456) or 7-digit registration number (e.g., 1234567) and select **Serial or Registration Number** as the *Field* for the search. If multiple serial or registration numbers are searched, separate the numbers by spaces and change the *Results Must Contain* value to Any Search Terms (OR). (Alternatively, separate the number by the Boolean OR operator without adjusting the *Result Must Contain* value.)

Do **NOT** include the apostrophe for contractions. For example, search for the word DON'T by searching DON T. Including Boolean operators (e.g., AND, OR, NOT) or proximity operators (e.g., ADJ, NEAR, SAME, WITH) in your search will override the *Result Must Contain* setting for the search. To actually search for these Boolean or proximity operators, include quotes around the operator.

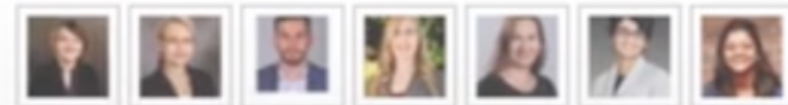
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source: uspto.gov

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