FREE SOURCING GUIDE

A Beginner's Guide to Sourcing in China



Things to know and consider before you visit wholesale markets,
work with suppliers, or place your first order.

SOURCING FROM CHINA WITH CONFIFENCE

Top Tier Sourcings

Sourcing • Quality Control • Consolidation • Shipping Support

01

Before You Come to China

A little preparation can save you time, money, and a lot of frustration!!
Make sure all payment methods are figured out before getting to China. (Alipay, Wechat, or Cash conversion methods)

Know exactly what you want

Bring photos, measurements, materials, colors, packaging requirements, and any customization details.

Set your target price

Decide on the maximum price you can pay before you start negotiating. Remember to include shipping, duties, and other costs in your target price

Understand MOQ

MOQ means minimum order quantity. Ask whether the MOQ applies per style, color, size, or total order.

Build a supplier checklist

Create a simple document for prices, MOQs, lead times, contact details, samples, and notes.

Plan your market visits

Different wholesale markets specialize in different product categories. Choose markets based on your actual sourcing needs.

Leave room in your budget

Samples, local transportation, packaging, inspection, consolidation, freight, customs, and unexpected costs can add up.

While Shopping the Markets

Don't let a good-looking product or a low price make the decision for you!!

•Compare several vendors before committing to an order.

•If you have enough time in China, take photos and notes of products in person so you can compare suppliers later.

•Ask whether you are dealing directly with a factory, wholesaler, or trading company.

•Don't feel pressured to buy immediately. It is okay to collect information first.

•Double check the actual product(s) given to you and not only the display sample.

•Keep supplier contact information organized. A market can contain hundreds of potential vendors.

TIPS:
Take a photo of the vendor’s booth/sign before photographing products. It makes follow-up much easier.

Add Vendors on Wechat or WhatsApp to keep in contact with them and you can sometimes ask them for products that might not have been on display in the store

Quality Control: Don't Skip It

A supplier's sample is not a guarantee that every piece in the final order will be perfect.

- Check for visible defects and functionality
- Compare measurements against the specifications you approved.
- Confirm materials, colors, prints, and other details.
- Have photographs or videos of the products before they leave the supplier when possible.
- For larger orders, consider an independent quality-control inspection.
- Document defects clearly and communicate them before the order is shipped.
- Keep your approved sample/specification sheet as your reference point.

Remember: fixing a problem before shipment is usually easier than fixing it after the goods arrive.

Your Before-You-Pay Checklist

Save this page to your phone—or print it before your sourcing trip.

- □ Supplier identity and contact confirmed
- □ MOQ confirmed
- □ Quantity confirmed
- □ Customization confirmed (if necessary)
- □ Production timeline confirmed
- □ Shipping arrangements have been confirmed
- □ Product specifications confirmed
- □ Final unit price confirmed
- □ Sample approved (if applicable)
- □ Packaging confirmed
- □ QC plan established
- □ Customs/duty responsibilities understood
- □ Defect/replacement terms confirmed

WANT TO SOURCE IN CHINA—WITHOUT DOING IT ALONE?

Book a Sourcing Day with us

Visit Guangzhou or Foshan wholesale markets with hands-on personal sourcing support.

(For other cities in China, there are additional travel and accommodation costs.)

Your Sourcing Day may include:

- Market planning based on your products
- Accompanying you through 1–2 markets or factories
- Assisting with supplier communication
- Price & MOQ discussions
- Supplier and product comparison
- Sourcing guidance throughout the day
- Up to 8 hours of support

FULL-DAY SOURCING DAY | FROM ¥1,800

Transportation costs are separate.
Supplier follow-up, QC, consolidation & shipping support are also available at additional charges.

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