

Lili Brown

Lili is President of Vickilane, Inc (aka Vickilane Design), an Oregon Corporation which started in 1988 as a wholesaler to the giftware industry. Today we specialize in decorative cabinet hardware and light switch plates. Our goods have been sold in many retail outlets such as Lowe's and Ace Hardware, our line is also sold on Amazon, eBay, Sears marketplace and others. For many years we made all of our goods in Oregon and now we import all of our merchandise from China, India and Vietnam.

Get the six basic steps from Lili on how to import merchandise into the United States.

This will be a positive encouraging session for sellers to help take the fear out of importing products and give you answers to your common questions surrounding importing products to resell.

First --Deciding what to sell;

Recommended items to avoid: Electronics, Branded items, Knock offs, Mobile phones and DVD's.

In addition to determining the market opportunity for a particular product be sure to check U.S. trade barriers and local in-country laws to be certain that you can actually export your chosen goods out of the country of origin into the U.S.

You can do this at usa.gov, sba.gov or contact a customs broker and simply ask.

...AND my hot tip to find top ranking products to sell on FBA

Seller Central go to Reports, then business reports, Amazon Selling Coach, then click on "Categories to Explore with FBA"

Second --What are the Sources I should use to locate suppliers?

China is the 3rd largest trade partner of the US and the easiest to do business with.

Alibaba.com,

Tradekey.com

hktcd.com

globalsourcesdirect.com

madeinchina.com

chinasourcingfair.com

salehoo.com

China Sourcing Trade Show Fair Miami Beach Convention Center June 25-27, 2013

...AND my sample email I sent out to companies for initial contact inquires.

Third—Do your due diligence!

- A. Negotiate to purchase multiple samples.
- B. Check the history of the supplier. Have they been blacklisted on alibaba.com, search for their company information on cbp.gov, chinavista.com and business-in-asia.com
- C. Get referrals for US companies they have done business with and call them.
- D. Ask them to agree to an upfront factory inspection prior to placing an order.
- E. What is the HTS (Harmonized Tariff Schedule) Code for my product and how do I find it. What percentage will I be charged for the goods I am importing. [hts.usitc.gov](https://www.usitc.gov)

...AND the name and contact info of my inspection service I use in China.

Fourth --Quantities?

How to negotiate low minimums.

....AND find out what is piggy backing?

Fifth—What kind of contract should I use to protect my company and what are typical payment terms.

What is a PI (Performa Invoice)

Why you should use your own PO (purchase order) and what terms you should add to your PO.

- (1) Title and name and domicile of the parties;
- (2) Contract object; with detailed description
- (3) Quantity;
- (4) Quality;
- (5) Price or remuneration;
- (6) Time limit, place and method of performance;
- (7) Liability for breach of contract;
- (8) Agree to scheduled and random inspections.

A 30% down payment to begin production. Production can vary from 30 days to 90 days.

After notification the supplier has completed your order. Always insist on your own quality control inspection prior to making the final payment. You will send one or more of the samples that the supplier provided to your inspector and insist they are an exact match.

...AND My sample PO with terms.

Sixth-- Freight Forwarder /Customs Broker

Hiring a competent forwarder and customs broker is the wisest decision you will ever make when you are new to the import business. You will rely on them for the transportation, customs clearance, bond, insurance, and proper filing of all documentation.

....AND The names of my preferred Freight Forwarders that I use.

Additional resources for importing

Chinawhy.net

National Customs Brokers and Forwarders Association of America. www.ncbfaa.org

Usa.gov

Sba.gov