Marketplace Superheroes:
Module #6 – Purchasing & Importing

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Making Your First Purchase

In this lesson, you're going to discover how to purchase and import your first product. You've just completed the 4S Product Gauntlet. This has been quite a journey, and you should be very proud to have completed this process. Now, it's time to actually purchase your product. You're going to be walked through this process, step-by-step and in detail. All the dots will be connected for you as you go through the process of getting your product from China and into Amazon.

This is an exciting part of the process, but a point of caution does need to be stressed. You don't want to rush as you do this. You need to be very calm and systematic. You know what your winning product is, and what features it has, as well as what features it doesn't have. You also have the bonuses that you've included and the possible pack sizes that are relevant to your product.

In the last training module, you learned how to contact and negotiate with your supplier. So, you should have a little rapport built with them now. This connection is really important. As previously mentioned, you want this to be a long term relationship. Right now, you don't want to do anything like putting your supplier off or put your order in any kind of jeopardy. You've come a long way, and you don't want to trump the work that you've done. So, before you send the email out to finalize your order, there are a few things that you'll want to check.

One of the first things that you'll want to do prior to ordering your product is to create a simple brand for it. The thought of this may scare you a bit, but really this is something that's quite simple to do. By the end of the day, you'll likely have your brand completed, in fact. The same thing goes for your packaging. You're not going to have to spend hundreds of dollars on this. It's all going to be very straightforward.

As you go through this lesson, you'll also find out about things like bar codes and how to get them onto your packaging. Many people would like you to think this is difficult because then they could charge you a lot of money to package things for you. The truth is that this is all really easy to do. You're going to learn how to do all those sorts of things as you move along this portion of the training. On top of all of that, you'll also discover how to pay and what to pay, using the 30/70 terms that most Chinese suppliers deal with.

Also, there's a certain element of boxing products that most people don't take into consideration. They don't stress it that much, in other words, but what you have to understand is that you products need to get to Amazon in the right state and the right condition. Therefore, you might consider such things as inner and outer boxes. Robert uses this tactic extensively, and it will be further explained later on in the lesson.

Keep in mind that you're paying for space when you are shipping your products in from China or wherever your supplier might be, and that directly affects the amount of profit you are making at the end of the day. So you have to make sure that you maximize when it comes to your pallets, your boxes, and the space within the container itself when you are shipping items. The best way to do that and retain the quality of your product, according to Robert, is to use inner box and the outer box to ensure that your product is taking up a very precise amount of space. Also, you want to make sure that you are adhering to Amazon's specifications as well.

How Does Purchasing & Importing Work?

Let's take a moment to gain some understanding of how purchasing and importing actually work from start to finish. To make this clearer, let's start at the point whereby you have agreed upon your order with your supplier. You will have your total order value, and your supplier will be sending you an invoice. You've also agreed to terms by now, and generally speaking, they will be in alignment with the 30/70 rule. As previously discussed, 30% would be the deposit for your order, which is paid to ensure that the production of your product begins. Upon the completion of your order, you will be paying the other 70% to ensure that your supplier will then deliver the goods to your shipper or freight forwarder.

Once the product is made, and you have paid the 70%, your product(s) will be moved to your freight forwarder. They will place those goods on a ship, upon which they will be moved to your country of destination. This might be the US or the UK, for instance. After they arrive, they will be unloaded and shipped to Amazon. Once they are there, they will be available for sale.

Let's take a quick look at where you should be in the process at this point. You should have agreed to a trial order quantity at this point and made sure that your budget would cover it. After this was done, you should have received a purchase invoice from your supplier and checked it to make sure that the price and the order quantity were both correct. After all of this is done, you'll be ready to finalize your order.

Before you can finalize your first order, you'll need to set up a company. To learn how to do this, you will want to check out the 'Resources' section of the training. Here you will find a step-by-step guide on how to do so. After you have your company all set up you'll move on to create packaging and branding before finalizing your payment. This will all happen in quick succession, and some of it will happen simultaneously.

Creating a Brand from Scratch

Next, you're going to learn how to create a brand from scratch. It's important that you remember that creating a brand on Amazon is not supposed to be an expensive exercise. The key reason you are creating a brand is to protect yourself on Amazon. As you've already seen, there can only be on listing per bar code. There can be two different listings with identical products in them, but only one item with a certain barcode could be sold at one time. The same can be said for the brand.

This is a great thing for you because only you can sell the product with that brand name and that barcode. Plus, it's well-known that customers trust brands. You put a lot of time and effort into testing your samples so that you could find a high-quality product. If you don't put some kind of simple branding on that product, it will be sold as an unbranded item. That is, in the eyes of the customer, less desirable. Why? Because unbranded equals cheap from a customer's perspective.

By taking the time a simple brand name, logo, and basic packaging design, we can add considerably more perceived values to our products. Of course, because you have created the barcode and branded it, no one else can sell it. This protects you against potential competition. Just to reiterate, it's really important to keep this simple. Again, this isn't just eliminating completion it's protecting your business. In addition to that, if you take just a few extra steps and get a logo created, branding your product, you'll stand out even more from the competition.

You're probably wondering how to create your brand name. This is supposed to be a simple step. That also means not spending thousands of dollars on design concepts. When you are coming up with a brand name, you need to think broadly. For example, you could call product Swim Down if you were creating a pool rake, but Stephen recommends going into something broader like Lifetime. While this isn't a perfect example, it certainly shows how unique to start thinking.

Take a moment and think about those two words, Swim Down and Lifetime. You can sell anything under the word Lifetime, whereas you could only sell products related to swimming with Swim Down. You don't want to work yourself in a corner with your brand or box yourself in. Try to create something that you can sell anything under. Create a brand name that you can use to sell lots of online items under. In time, as you become more advanced, you can start creating more specific brands. For now, as you start out, you'll want to keep them simple and broad.

You really don't need to spend any money on a brand because it doesn't take that much effort at all for a brand to be made, and there are people that will do it very inexpensively. It should go without saying, but important to say, that you shouldn't use or copy existing brands like Coca-Cola or McDonalds. In fact, you need to check and make sure that you're not infringing on someone else's company. You can do quick searches online to make sure that you're not using the same brand as another person.

How to Get Product Barcodes

Barcodes have been mentioned a lot so far. That's because they aren't a commonplace thing, and a lot of people don't know much about creating one of their own. It's easy to do so, as you will find out in this portion of the lesson.

The most important thing to remember is that a product must have a barcode. You'll need it when you create your listings. Your bonus doesn't need a bar code though. The reason is that it's considered a component of the product that you're selling, not a product of its own. In other words, the product comes with the bonus included and under the same barcode. A lot of people don't realize it, but there are many types of barcodes. In this training, we will be focused on EAN-13. That's because this is a universally-accepted barcode, which you'll need if you are selling to both the North American and European markets.

You do have to purchase barcodes. It's a one-time purchase, and it's not particularly expensive. One of the reasons why it isn't very expensive is because there are lots of different places to purchase them. Robert and Stephen recommend that you go to NationWideBarcode.com (http://www.nationwidebarcode.com). Once you actually buy the barcodes, it's suggested that you buy 10 or 20 of them at one time. It's fairly inexpensive to buy them this way, and you might end up with 10 to 20 items, right?

When you purchase them, be sure to keep them stored somewhere safe. The best way is to probably store them in the cloud and using some encryption software. Some of the best out there are Google Drive and Dropbox.

What Should Be on My Packaging?

You have had your brand name created and your barcode purchased. So, it's time to look at what your packaging options are and then what's included on your product packaging. You'll want to work on your packaging when your brand name and barcode in place. Product packages really, actually serves three distinct purposes:

 1. Protects your products when in transit

2. Makes conforming to FBA standards far easier

3. Better customer reaction – more professional

It's important to remember that these products would travel for several thousand miles before even reaching their final destination, which will be an Amazon Fulfillment center. To achieve this, the products must be protected. Good packaging keeps products as new in spite the fact that they traveled so far and gone through so many different hands.

Again, product packaging also helps you to conform to FBA standards far more easily. You see, Amazon is very strict when it comes to the sell-ability of a product. This is actually a good thing, and on two fronts. First of all, it helps to ensure that products are in the optimal condition when they are delivered. That creates a far better customer reaction, and it's one of the

primary reasons why customers like and trust Amazon. This will help you as well, when it comes to customer feedback and customer reviews. People are more likely to post positively about what they experienced with their item if they have received there item in a pristine condition.

There's a certain way that you need to go about packaging your product. It is vital, first of all, that your barcode, or EAN, is visible on your packaging. It's also recommended that you print your brand name or logo on the packaging in some way. Having a product short title or a product SKU is useful in helping you to quickly identify what something is. When you're placing your first order, you'll likely find that you are not ordering enough to create a full-on product packaging. Therefore, it is recommended that you ask your supplier to put a printed sticker on the plain packaging. More about packaging and styles will be covered later.

Your product sticker should look something like the one in the screenshot above. This will be discussed in detail within the next portion of the training. You'll want to request an instruction manual in the mean time. If your product doesn't have one that would indicate that the product doesn't require extended instructions for use. Even if that's true, you'll still want to create something simple to be placed inside of your packaging with your product. It's recommended that you use the sample product that you received from your supplier, and write up a very simple manual. It can even be as simple as just one page.

What Type of Packaging to Use?

You've already been shown a product sticker. In this lesson, we'll go into that and more in this section. There are basically just four types of packaging that you'll come across with your suppliers.   They are:

1. Soft Wrappers (Bag) – Potato Chips / Bedding.

2. Hanging Clam/Blister – Flashlight/ Video Cables

3. Gift Box – Kettle/Small Appliances

4. Tagged (loose/bulk) – Plush Toy

Robert and Stephen only use two of them with an additional packaging style. Soft wrappers, or bags, are the most desirable packaging type. The reason for this is simple. This type of packaging can't really break or become scuffed in transit like other types of packaging, like gift boxes. The second most desirable type is a 'clam shell'. This is product specific, and the supplier will actually tell you whether your product is packed this way or not. Some of the types of products that have this type of packaging are flashlights and video cables. You've probably seen this type before.

Gift boxes are also desirable, but you have to put an extra bag or wrapper around the product. Gift boxes will become slightly scuffed in transit, and this doesn't make for happy customers.

Amazon might even classify the scuffed units as not being fulfill-able. In other words, they won't ship these slightly-damaged units out to customers. This will be discussed in further detail in the FBA Roadmap.

Suffice to say, you need to make sure that you tell your supplier to put this protective bag around your gift-boxed items. Make sure that the outer bag is black and non-transparent. Tagged items are completely out of the question in this system. This type of packaging is sometimes used for items like plush toys. This is when a product has no kind packaging except for a tag that's tied on which has a bar code on it. Some visuals that you can reference are shown above to make sure that you have a clear picture in your mind of what's being discussed. There are more examples to come as well.

The most common packaging style is the gift box style. It is generally is a cardboard box that's got coating and graphics on it. The second style that you'll come across is a clam shell. It's the type that's hard to open without a pair of scissor or a knife because the product is wrapped and sealed in plastic. The third style of packaging, the soft style, doesn't have hard outer layer. It's just a soft outer packaging, usually plastic, that bends. The last style of packaging that's been discussed is a tagged product. The "clam shell" packaging style is shown below.

Sometimes a product can only be done in a gift box, but whenever achievable, you'll want your product to have soft packaging instead. If you have to use a gift box, you want to put some sort of soft packaging around that. In fact, you will want to have a non-translucent bag around a product, and you want it wrapped as tightly as possible, or at least not loose. You can put your

packaging sticker on the outside of this if you like. That way its SKU is easy to get to. The fourth type of packaging, which is tagged products, cannot be used on Amazon.

Soft packaging should be preferred if it is possible to wrap your product that way, and then the clam shell is the second type that you would want to use, if soft wasn't possible. Gift boxes look nice, but they are easily scuffed, so that's third. Finally, tagged is another type of packaging, but you can't use it on Amazon and it leaves your product un protected.

You want your packaging to be as 'soft' as you can have it. This strategy alone will take a ton of work off your hands.   Also, make sure that you take your bonus into consideration. When you are working on your packaging, make sure that you take the size of your product into account too. You're packaging must be able to include the primary product and the bonus.

People will commonly ask Stephen and Robert where they should get their package designed. There are many different ways to go about this, but main options recommended by this training are:

1. Use a design service such as 99 Designs or Design Crowd

2. Design it yourself, using Photoshop or Adobe Illustrator.

The rule here is the same as that of your brand; keep this process simple. It's a good idea to invest a small amount of money on your design, but don't go crazy and thousands of dollars on this. Once you've gotten your logo designed, send the design file, with an updated instruction manual to your supplier. They will then print the sticker on the packaging and include the new instruction manual in each unit.

Maximizing Pallets & Boxes

In this portion of the lesson, you are going to learn about making the most of things when it comes to your pallets and boxes. However, before you can do that, you need to learn about the various ways that you can go about shipping your items to Amazon. There are really just two ways to go about this. You can ship your product by box or by pallet. The path you choose will be determined by the number of items you want to ship in.

If your quantity is relatively low, or if your items are quite small, you'll be shipping your product in boxes through a courier. If you have a large load of items to deliver, on the other hand, you'll be shipping the product on a pallet or pallets. You'll use a hauler for this.

You'll likely start out shipping by the box, and you'll want to use inner and outer boxes at all times. In order to maximize your profits, you'll want to make sure that your outer boxes are no heavier than 25kgs in weight. At the same time, you'll want to get as close to that weight, 25kgs, as possible.

The use of inner and outer boxes may be a little confusing because this is something that you may never had to deal with before. The reason why you need to use inner and outer boxes is so that your product is protected as it is transported. The majority of people would simply load all of their items into one box. Instead, you want to have two or more boxes of product put directly into an outer box. These inner boxes will also help to protect your product in transit.
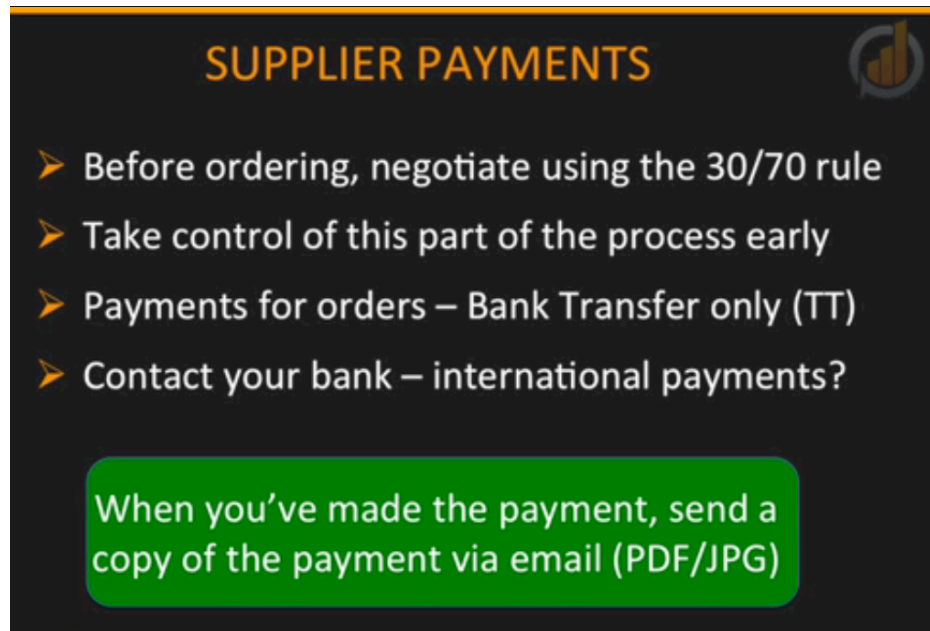
Again, you'll want to have at least two inner boxers per outer box, and you will want each inner box to fit perfectly inside of the outer box you use. You can discuss these details with your supplier. You should know that the use of outer boxes make the process of importing your products far easier. When your box sizes are standardized, it's far easier to ship the product on both a container and on a pallet. You'll be receiving a PDF that has a list of acceptable outer box sizes that you supplier must use. This is really important, especially when it comes to shipping your products to Amazon.

You'll give your supplier a list out outer box size options, and they will choose a box that is suitable for your product. At the same time, you'll also inform them that you want to have inner boxes storing the product inside of the outer boxes. Be sure to discuss this with your supplier before finalizing your order. As previously mentioned, you'll probably start off shipping your items by box, but as your business grows, you'll start shipping by the pallet. This will become a far more cost-effective way to go about things as your business expands.

The first thing that you need to remember when shipping by pallet is that the pallet price is the same regardless of the amount of stock on that pallet. Therefore, you need to maximize the amount of your product that is placed upon each pallet as much as you can. That's why the list of acceptable outer box sizes that you are getting is so important. It's going to help you to take full advantage of the available space that's on a pallet.

There are two different pallet sizes that you'll come across when you begin selling on Amazon. In the US or the UK, an 'imperial' pallet size is used. A 'Euro' pallet will also be used at times. This is a smaller version of an imperial pallet, and it is what is used by Amazon fulfillment centers in the 'Euro' zone. This will be further discussed in a future lesson. You just need to know that it's far easier to fit your product on a pallet, taking up as much room as possible, if you use the list that you are being provided.

When, What & How to Pay Suppliers

Let's talk about when, what, and how to pay your suppliers. Now that you have your branding and packaging together, you're ready to take the final step in the order process with your supplier. You probably recall learning a bit about the 30/70 terms. These are the terms that you're most likely going to have with your supplier. All that this means is you are going to put 30% of your total down as a deposit first to ensure that the production of your item begins. Later on, you'll be paying the remaining 70%. This will occur after the production is completed.

In some cases, you will see that a supplier has set his terms to be 20/80 or 50/50. In each case, the deposit is the first figure, and the balance is the second figure. Before even ordering, you are going to want to set these terms, and it is highly recommended that you negotiate for 30/70. Once you have made a payment, you'll need to send a copy of that payment out to the supplier via email in the form of a PDF or JPEG image.

It's important that you take control over this part of the process early on in your negotiations and inform your supplier that this is how you plan to pay. If you allow them to dictate the payment terms, it's far more likely that they will insist upon having the full payment before production can begin. You want to avoid that, if possible. This will become more and more important as your business grows because you'll want to maximize your cash flow. There is a caveat, however, and that is if your initial order is small, you will most likely have to pay the entire balance upfront.

To pay your supplier for your items, you'll want to use a bank transfer. It's recommended that you contact your bank and ask them how international payments are completed from your business bank account. That way, you can pay your supplier without any issues coming about. There are things that you want to be aware of when it comes to international payments. The first thing to remember is that most payments are quoted in a US dollar amount (USD). If your supplier makes a quote in any other currency, you should ask them if they would quote you in USD.

It's highly recommended that you check the PI thoroughly and that the bank account matches the supplier's name and email. Also, when you are looking through the PI check to make sure that the unit price and quantity are set as agreed upon. You will need to make sure that all of the correspondence has been coming from the same email address throughout this process too.

Finally, make sure that your deposit and balance go to the same bank account. If the supplier suggests changes, get the supplier's phone number from Alibaba and call them to make sure that you are making a legitimate change. Once your payment has been made, you'll need to request confirmation of receipt from your supplier. In other words, ask your supplier to tell you when they have received your funds and retrieve some sort of written documentation that this has occurred.

Shipping Sizes & Styles
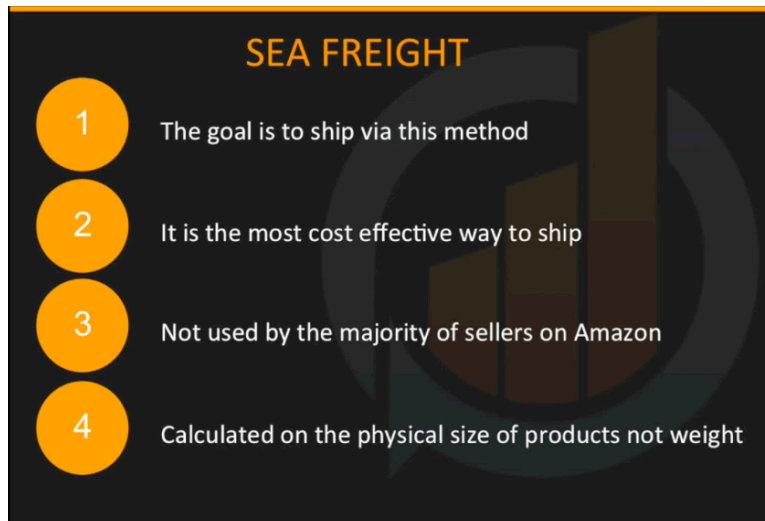
Now let's take a closer look at shipping styles and sizes. There are two ways that you can import your products. One way that you can import them is by sea. If you choose this method, the price will be based on the cubic meter (cbm) size of your order. You should see this on your purchasing invoice. This is a more cost-effective way of shipping your items into your country of choice. The time it takes to ship items by sea is around 40 days, generally speaking.

You can also ship your items by air. This works far differently than shipping by sea. In fact, it almost works in reverse of the other method. In this case, your cost is going to depend on the weight of the items. It's also less cost effective to transport your items this way. In most cases, if your items are heavy, this can get very expensive. However, the delivery is much quicker. It usually takes about seven days to get your product to your destination this way. If you do use 'Air' to deliver your items, it's recommended that you use a freight forwarder to do so instead of using services like FedEx.

Shipping your goods from China to your destination country by ship, overseas, inside a shipping container is what Stephen and Robert recommend. This tends to be the most cost effective manner in which to ship goods because it is calculated on the physical size of the products and not by the weight of the items. This method is not used by the majority of private label importers on Amazon as they feel like this shipping method is too slow. They are trying to get their items on the market quickly, but when you learn how to plan your purchases and your stock levels correctly, as you will learn how to do in this training, you can effectively utilize this method to increase your net profit lines. At the same time, you'll be able to calculate when to restock your items.

You might want to ship your products by air in certain circumstances, such as with your initial order or other times when you are ordering small amounts. This method is covered in the 'Resources' section of this training since there are times when delivery by air is appropriate. Another scenario where you might use air freight is when you have very light items to transport that are of a reasonable size. In this case, you would want to calculate both costs and compare them to see which method would be most cost effective.

You also need to keep in mind that transporting an item by air will also cause your product to go through more hands, which means you are chancing more potential issues. Realistically, this method should be phased out over time unless you have a very good reason to continue to use it. Again, this method of freight is used by the vast majority of private label importers on Amazon. These importers believe in speed of delivery over everything, and they also feel like using this method allows them to buy smaller quantities more often. However, it highly impacts your costs, and all of this can be very damaging to your bottom line profit.

A good rule to go by is that once your orders go over 3cbm, sea freight should be engaged unless the product is very light. In nearly every scenario, shipping freight by sea will be the most cost effective way of doing so. Furthermore, if you'll consult with your freight forwarder for quotes, you'll have the extra few variables to calculate your shipping costs in a more exact manner. However, you can use your Xcellerator software to get a fairly accurate estimate of what your shipping cost will be.

A few key points that you need to remember about sea freight are shown above. First of all, it should be your ultimate goal to start shipping in this way. Secondly, you'll want to keep in mind that this takes time. It can take about 45 days to transport items in this way if you are in the US, UK, or somewhere in Europe. Another thing to take note of is that your freight will have to go to a specific location upon arrival and before it goes to one of Amazon's fulfillment centers. Shipments cannot be shipped directly into Amazon. You see, Amazon can't be the importer of record, or the initial destination after arrival. The only acceptable way to do this is by shipping prepared pallets from China to Amazon's fulfillment centers, directly. This is very expensive, and it's a futile exercise.

You might want to ship your initial orders by air freight, and again, it may be the right method for you if you have very light items. Transporting your items in this way is much faster. In fact, you can usually ship your items from China to a country of your choice in about seven days. In this case, you still will need your freight to go to a specific location upon arrival and before it reaches the designated fulfillment center. Shipments cannot be shipped directly into Amazon; again, that's because Amazon shouldn't be the importer of record.

The only acceptable air method is by shipping from your factory to Amazon directly. This is never advised by Robert and Stephen even though a number of sellers continue to use this method. The risks versus rewards for this are far too great. Specifically, you run the risk of having customs issues, boxes arriving that are unsuitable for intake by Amazon, or even a product arriving at the wrong facility. These are all issues that are easily resolved by using a hub. That's why Robert and Stephen advise that you never ship directly to Amazon; always use a hub.

You also need to understand that there is a difference between using air freight and a courier service. First of all, couriers are only recommended for shipping samples; you should never use them to ship your goods to an Amazon fulfillment center. Courier pricing is even more expensive than using air freight, but the same potential problems can occur with a courier services as with air freight. Again, it's simply not worth the risk. If speed is required, then you should stick with using air freight through your freight forwarder, and to reiterate, Amazon should never be used as a final destination address, serving as the importer of record.

Your Freight Forwarder
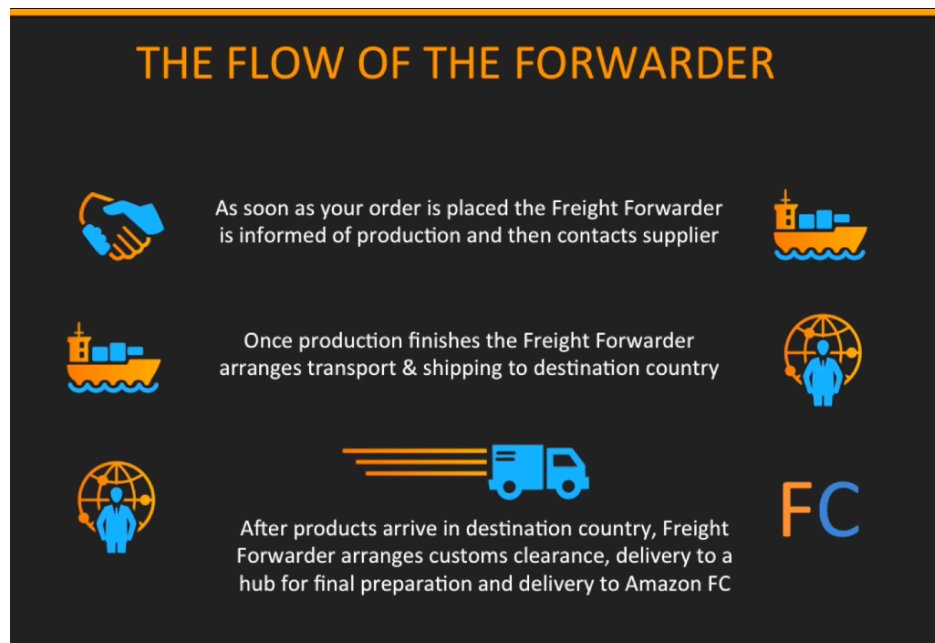
Before finishing this lesson, you'll need to know more about one of your most important contacts, which is your freight forwarder. What is a freight forwarder anyway? This is a company that can handle your goods from the point of source in China to the final point of delivery. The final point, of course, would be Amazon.

Sometimes a freight forwarder can offer an all-in-one service. However, most freight forwarders focus on moving your containers, boxes, or pallets from Point A to Point B. Robert and Stephen's freight forwarders take care of their internal logistics in China, the loading of containers, the shipping of containers and customs clearance upon arrival, the distribution of their products to a hub, Amazon order preparation, and final delivery to the Amazon fulfillment centers. So, they essentially take care of everything involving delivery from the factory to Amazon.

Freight forwarders are one point of contact, but they can handle the entire shipping process and take all the time-consuming tasks such as customs paperwork as well as taking logistical issues out of your hands. Therefore, they dramatically simplify the import process. The flow that freight forwarders often follow is demonstrated above.

By the time you place your order, you should know by which method you wish to ship it. You'll need to contact your freight forwarder as quickly as possible after your order so that they can begin arranging your shipment and avoid any unwanted delays. Once production is finished,

your freight forwarders will be in contact with the factory and arrange for such things as inland shipping. Your goods will be loaded onto a container and that container will be loaded onto a vessel.

Once your goods arrive in the destination country, they will need to be cleared through customs. This is something that your freight forward will be able to deal with very easily. After clearance, your items will be either delivered to you or to hub, as has been advised. From the hub, your goods will be prepared and shipped to Amazon. Throughout this process, it is extremely beneficial to have one point of contact, as you can probably imagine. For this reason primarily, it's highly recommended that you use a freight forwarder. If you want to learn more, there's more information about freight forwarders inside of the 'Resources' section.

Where Do Products Go After China?

It's time for you to see what happens after you have placed your order so that you can connect the final dots in this process. After reviewing this portion of the lesson, you should have a complete understanding of how this process works. To begin, once you have paid your suppliers to start production, they will start to manufacture your goods. In most cases, this will take approximately 40 days. However, the supplier will tell you what their particular lead time is. In fact, by the time you have placed your order, you should already have this information.

If you are using a freight forwarder, you will also have given them your order details at this point. In other words, you'll have given them the lead times and other pertinent information that they need. After production is complete, the supplier will contact you and your freight forwarder to arrange the shipment of your goods from China to the destination you have chosen. The great thing about using a freight forwarder is that they will overlook everything on your behalf and stay in contact with you throughout the entire process.

The delivery of your goods will take about 40 days by sea and 7 days by air. Don't forget, however, that air freight is primarily based on the weight of your items instead of their dimensions. This can be extremely expensive. It is mostly for this reason that shipping your products by sea is so highly recommended in this training, but that's not the only reason by far.

Upon arrival to their destination, the goods will have to go through customs. Your freight forwarding partner will take care of all of this for you, and they will request any extra

information if needed. After your goods have gotten through customs, the freight forwarder can deliver your stock to you, or if they are taking care of the Amazon preparation on your behalf, your freight forwarder will deliver the pallets or container to another location where the goods can then be prepared and shipped onward to Amazon. Either you or the freight forwarder will need to organize the inward shipment into Amazon by using the sites online system. This will be discussed further in the next lesson of this course.

Putting It All Together

The entire 'Purchasing & Importing' process has now been covered step-by-step from beginning to end. Now let's look at the information that you should be uploading into the Xcellerator software that you have on hand. To begin this process, you should go ahead and log into your Xcellerator software.

Now you're ready to place an order with your supplier. You know your quantities, your FOB costs, and everything else there is to know about the product that you're going to be placing your order for. You will need to inform Xcellerator of this order in order to keep your business running smoothly. Once you log in you'll want to go into the 'Orders' section. It is shown above.

You have already been through the 'Product Profile' section, and you need to complete that as much as you possibly can. That is where you put in all the vital details of the product such as the factory information or any graphics that you might have had. This should also include details such as a product's dimensions, width, etc. All the products that have come through the Source Phase of your research should now have a profile, and from there, they should always be showing inside of your 'Orders' section.

From within this section, you can alter your FOB costs. That might slightly change, like if you were to add any new bonuses. Also, you can change your order quantity if you need to. Also, keep in mind that at this point, if you are placing an order for more than one item, the system will split those orders up by the factory. That way, you're not ordering two products from different factories.

When you are ready, just click on the 'Add to Order' button. This, of course, will do just that. You'll notice that when you click on this button, it turns into an 'Edit' button. So, your choice to add this order isn't written in stone; you can always go back and change things if you have made a mistake. Also, when you click this item, you'll notice that the other items listed will 'gray out'. In other words, you won't be able to add these to your order. However, you can add multiple items that are from the same factory into a particular order.

At the bottom of this interface, you'll find data pertaining to the total number of items and their value. This is also where you'll find the 'Start Order' button. Click on this to continue on through the order process. The next screen will allow you to give your new order a name. Robert and Stephen usually like to attach this to a factory or factory code, and then they will also put in the year and the month that they are placing the order in. You can do whatever works best for you, but it does make sense to have some sort of system of organization in place for this.

After entering in a name, you can click 'Save', and then you'll be able to provide the system with the payment terms, the lead time, and the shipping style that you're going to be using. The 'Payment Terms' field refers to what you have negotiated with your factory. The first number is your deposit amount and the second is the remaining balance. So, if you choose 30/70, that means that you are paying 30% upfront and 70% after production to finish paying your total balance. There are several different options within the dropdown menu, just in case you aren't following the recommended 30/70 rule.

Once you have selected the payment terms that you and your supplier have agreed upon, you can click 'Save' and go down to set the 'Lead Time'. This is the time that it is going to take for your order to be produced, and it is in days. By default, this is set to '35', but you can change this whenever necessary. After entering this in, you'll want to click on the 'Save' button next to this field as well, and then you can move in to choose your shipping 'Style'. There are only two choices in the dropdown menu for this detail, sea freight or air freight. Just select the one that you have chosen to use and click 'Save' once more.

All of this is demonstrated in the screenshot above. As you can see in the picture, there is a 'Cancel' button up at the top-right that you can use to cancel all of this out at any point in time. On the other hand, if all of your details are correct and you're ready to move forward, click on the 'Continue' button on the bottom-right. This will bring you into the "one-time purchasing phase".

Sometimes on a purchasing invoice from a factory, you'll get some one-time purchasing fees, such as for inland shipping, or packaging costs, or fulfillment costs. Anyway, if you have any extra costs like these, you can add them in on the page shown below. If there is none, you can skip this phase altogether, and if there's more than one, you can also add to this page. Once you are finished with this, simply click 'Continue' to move on.

The next page you come to is where you are going to designate what countries you'll be sending your items to. You can split up your items, but you're always going to pay the maximum. In Robert's case study example, he was shipping 400 units, so he split these up so that 200 units were to go to the US and another 200 to the UK. There will be a check at the end of the row if everything adds up right. If it's not right, the check won't appear on this page, and the program won't allow you to proceed any further until this is fixed.

This completes this part of the order process. Once you have everything entered in, you can print your order from within the software and send it to your factory. This is a very good practice to get into because then there's no ambiguity in terms of the FOB costs or the quantities that you're ordering. You can also, of course, attach the barcodes or any other

documents that you might feel are necessary. Anyway, when you are done, you can move on to print the order or go to any of the other phases within the Xcellerator software.