
ATOM **RADAR**

NEW AND INTERESTING DISCOVERIES SELECTED FOR YOU

**How to
'make it'
in China.**

How to 'make it' in China...

Sourcing and manufacturing promotional products in China

Sales Promotions can live or die by their execution – none more so than when they include a brand premium as a reward or free item. If you nail it, sales soar, but if you miss the mark with a poor quality product you can damage your brand as well as the promotion.

So how can you avoid consumer disappointment and brand embarrassment? Follow our guide for some advice on where to start to ensure your freebie fits the bill when sourcing high volume premiums from China.



Step one:

A vital part component of the process is choosing the best manufacturer for your activity, the manufacturer is the one after all who holds all the power when it comes down to making the premium.

Choose an established factory with a good reputation: No brainer here. Reliability is key, listen to reviews and recommendations before you take the plunge.

Ensure your factory is fully audited for ethical behaviour and health & safety: Why? An independent audit demonstrates high ethical, health and safety, social and environmental standards – this includes labour rights and business ethics. It ensures they are not using child labour, low wages or working in poor conditions. Always check their policies match with your ethical business policy.

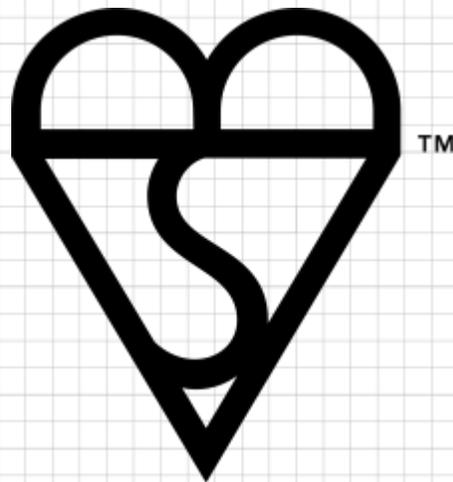
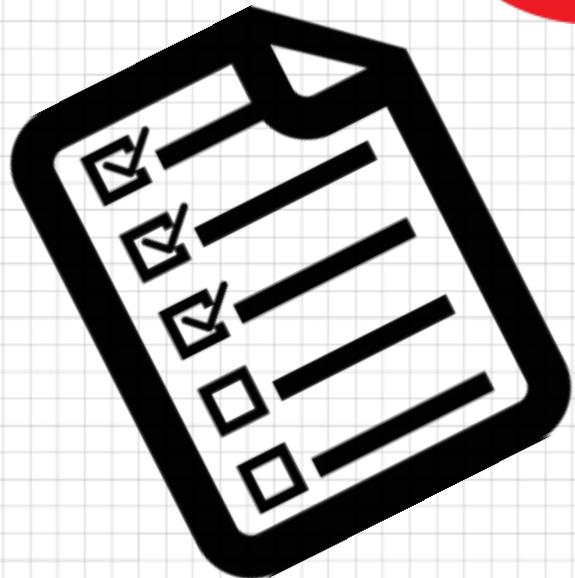
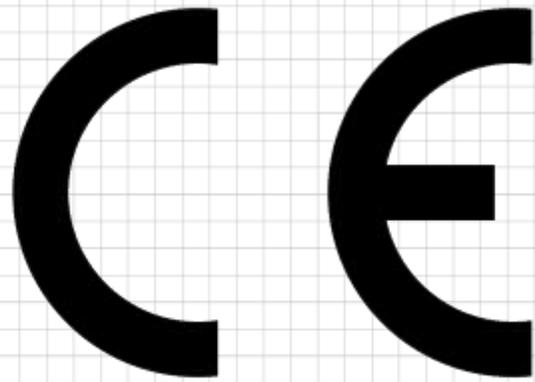
Don't buy purely on price: Price has a direct correlation to labour costs and factory conditions, so when comparing like-for-like costs a significant difference could indicate some corners are being cut or workers are being exploited.



Considerations:

Translation challenges: We don't really mean the language barrier here (because most of the time you'll find this less of an issue) - but your version of 'high end' or 'superior quality' may get lost in translation. Confirming your supplier has understood your brief is critical – take time to send pictures, samples, have video calls to help convey your point. Ask your supplier to send prototypes and samples to you too.

Product Safety Testing and Quality: Is it safe and fit for purpose? Does it pass relevant industry standard safety tests? Gain proof with relevant certifications and make a personal visit.



	A	B	C
1	Week of:		
2	9/4/2006		
3			
4	Weeks away	0	1
5	Date	09/04/06	09/11/06
6	Forecast Shipments	427	427
7	Booked Shipments	0	0
8	Replenishment	0	800
9	Capacity check	OK	OK
10			
11	Projected OH	244	617



Considerations:

Lead times and management: There are pretty complicated protocols throughout the design and production process, including a rigorous testing plan. All these must be incorporated into a production schedule with appropriate lead times and managed well.

Shipping method: This massively affects transit and freight charges as well as delivery times. Sea freight is usually the most cost effective but will take at least 30 days. You can also choose to manage shipping yourself rather than an agent to save a few more pennies.

Handling and fulfilment in the UK: How are the products being sent out? Consider this process too within your timescales and ensure you have a fulfilment house that knows what they're doing!

Execution!

With good planning, excellent project management and an understanding of the process you can minimise chances of falling short with your free gifts with purchase, promotional items or merchandise.

Alternatively – don't risk it- just call ATOM Marketing – we've been sourcing merchandise and premiums for numerous years!



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