Made in China Easy

MEDIA · BUSINESS INSIGHTS



Complete Guide to Sourcing Products from China

How to go from a product idea to a reliable supplier, a confirmed sample and a first order you can trust, step by step.

By the Made in China Easy team, Guangzhou · 31 October 2026

China makes almost everything, which is both the opportunity and the challenge. There are many suppliers for any product, and they are not all the same. This guide shows the path our team follows with clients.

1. Write a clear product brief

Before you contact anyone, put your idea on one page:

- What the product is, with photos or links to similar products
- Materials, size, colours and any must-have features
- How many units you want for the first order, and later
- Your destination country and the certifications it requires
- Your target price per unit, if you have one

A clear brief gets you comparable quotes. A vague one gets you a different answer from every factory.

2. Find the right type of supplier

There are three common types:

- **Factories** make the product. Usually the best price, but higher minimum order quantities.
- **Trading companies** work with several factories. More flexible, often with smaller minimums.
- **Wholesale markets** (for example in Guangzhou and Yiwu) are good for small mixed orders and ready-made goods.

None of them is wrong. The right choice depends on your quantity, how custom the product is and how much control you need.

3. Shortlist and compare

Ask three to five suppliers for a quote on the same brief. Compare more than the price:

- Minimum order quantity and lead time to produce
- Payment terms
- What is included: packaging, labels, testing
- How quickly and clearly they answer questions

4. Check the supplier is real

Before you pay anything, confirm the business licence, that the company name matches the bank account, and that the factory actually makes your product. A factory visit or a video walkthrough is the strongest check. Our supplier verification checklist lists the essentials.

5. Approve a sample

Order samples from your top one or two suppliers. Test them the way your customers will use them. Write down exactly what you approved, with photos, so production can be compared against it.

6. Place the order with clear terms

Your purchase agreement should state the specification, quantity, price, packaging, payment schedule, delivery terms and what happens if quality is not as agreed. A common structure is a deposit before production and the balance after an inspection.

7. Inspect before you pay the balance

An inspection during or after production checks quantity, appearance, function and packaging against your approved sample. It is the best way to find problems while the goods are still at the factory.

8. Plan the shipping early

Packing, labels, export documents and the shipping method all affect your final cost. Read what your product really costs and try our import cost calculator.

How we can help

You can do every step yourself, or let us handle the parts you prefer: supplier searches, factory checks, sample handling, inspections, purchase management and shipping. Every service is quoted before work begins.

Talk to our team in Guangzhou.

Get a quote: www.madeinchinaeasy.com/get-started · Ask a question: www.madeinchinaeasy.com/contact · Free consultation: www.madeinchinaeasy.com/insights/connect · WhatsApp: message us from our website

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