

How to choose a product you can actually make money on

Five checks, in the order they cost you money when you skip them.

01**The product itself — Can it survive the trip?**

- › If it breaks in transit you pay twice: the replacement and the return.
- › Heavy, bulky or fragile means freight eats the margin — aim under 25% of the retail price.
- › Three parts from three factories turns a first order into a project.

02**The real cost — The unit price is not your cost.**

- › Add freight, duty, VAT and last-mile: the landed cost is usually 2 to 3× the quote.
- › Ask the price on the quantity you will really order, not on the sample quantity.
- › Never fix your retail price before the landed cost is known.

03**The supplier — Three checks before you send money.**

- › The business licence: name, scope, and does it match the company you are paying?
- › Real factory or trading company? Ask for the production line on video, with your part in it.
- › A paid sample pulled from the line — not a hand-made “golden sample”.

04**The stock decision — Test cheap, then commit.**

- › Without inventory you test the market with no cash tied up — but you control neither margin nor quality.
- › With stock you control both, and you pay for it: cash, storage, a minimum order.
- › The rule: one sample, then a trial order, then stock — never all three at once.

05**The rule that stops your shipment — Compliance, before the order.**

- › EU: CE marking, REACH, and the new GPSR duties on product safety.
- › US: FCC for anything that emits, CPSIA for anything a child touches.
- › A certificate costs a few hundred euros before production; a blocked container costs the whole order.

HOW TO USE THIS

Take one product you are considering. Run the five checks in the order above. Any check you cannot answer today is the one that will cost you money tomorrow.

One email a week on sourcing and launching a brand made in China.

Free. sourcingletter.beehiiv.com