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How To Buy And Import From China: Uncovering the Secrets of Manufacturing

Alton James

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This is a Two-Part book. Part One is my autobiography and personal experiences as an importer. In Part One you will learn all the necessary steps of sourcing, manufacturing, shipping, and clearing your goods through US Customs. There are many books that offer the “how to” knowledge of sourcing, buying, and importing from China. However, most of the books I have seen are very limited in providing any real applied knowledge or experiences. What sets this book apart from any other book on importing is the story of my life and career as an importer. I will take you to China and you will experience the things I experienced as I went from small cutlery retailer in the 1990’s to an overseas motorcycle and ATV manufacturer with distribution centers in both Los Angeles and Hawaii. I will also share with you how Mike Turber and I started a business in 2001 with only $750 and did $1.7 million in gross sales our first year selling kid’s electric scooters and how we became the largest seller of electric scooters on Ebay selling over $900,000 USD in retail sales on Ebay in 2003. Nobody ever gave me an instruction book on how to buy and import products from China. Nobody ever gave me a book on Chinese culture or how to do business with the Chinese. There are some things about Chinese culture that took me many years to understand. I will share with you some 18 years of experience and some 50+ trips to China for the purpose of establishing new business relationships and inspecting orders before shipments were made to the USA. I will share with you the decisions I made both alone and also with other business partners as we selected products to manufacture, dealt with manufacturing defects, and selected products to manufacturer (and often times copy). When Bank of America only offered my company a $30,000 line of credit you will learn how I received credit from the Chinese in the form of a $250,000 line of credit from China's largest motorcycle manufacturer. I have included in this book actual pictures I took of the assembly line process. You will learn about utility and design patents as I will share my personal experiences of patent lawsuits and how I dealt with these law suits. Part Two is actual experiences and case studies showing you how to use this knowledge of sourcing and how to import. When I asked people what they want from a book on how to import, there was one thing I kept hearing over and over again; People want to know what it’s really like. People want to know what I actually went though and experienced. As you begin reading this book, my goal is to bring the reader to China with me. I want the reader to feel as if they are right there with me experiencing the things I went through as I experienced what I was going through at that time. By the time you finish reading this book you will feel confident enough to make that plunge and conquer your fears and go after your dream. One of the best parts of this book is a secret I reveal in the final chapter. When the goal is to have the best quality product manufactured at the lowest possible price, there is a secret that has helped me and many other small and large companies take the mystery out of where to have specific product(s) manufactured. As a business owner you will make investments. For some of you, reading this book will be the best investment you will ever make into your future as an importer.

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