

Imports Business eBook
A complete and practical guide for Imports Business

1. Preface

In the first ever class of my first day at my [MBA business school](#), an extremely prestigious one, the teacher asked the class. How many of us saw the plan ahead board opposite to the main entrance. I was the only one who did not raise his hand, she then asked how many had read the same board (what a foolish question, of-course everyone who had seen the same must have read it as well!). And finally she asked how many understood the same. This time there were a few murmurs, laughs and less than previous hands. She then asked a front bencher to explain what did she understood. The student laughed to admit that the board had definitely attracted her attention. And that she was surprised to find a child's work posted on the main entrance of this expansive university. The teacher thanked the beauty queen and explained.

“This is not only an extremely important message but is a demonstration as well. Had the artist planned making the picture ahead, he/she would have at the least fitted the small message “PLAN AHEAD” in the width of the board.”

She then said that during the next eight semesters what we are going to learn is this simple message in all different forms, courses and subjects. So we will get a Masters degree in Business Administration only after studying TWO words, i.e. plan ahead, for EIGHT FULL SEMESTERS”.

You know what, imports are nothing but planning and only planning ahead. Sure you need to have information to plan, sure you need to have a framework, sure you need to spend time, but you don't need anything else.

The secret of walking on water is nothing but to know where the stones are.

Today I am going to share with you the secret of locating these stones lying under the surface of water, then you can go ahead, walk tall on the surface of water.

2. What are imports

In the simplest form purchasing goods and/or services from other countries for commercial purposes and to bring the same to your home country is called imports.

Imports are done when business goods and/or services are purchased from other countries and brought into the country where your business resides. If you buy a computer during your next trip to Japan and bring it home, by definition it is import. However, generally the goods and/or services are imported for business purposes and not for personal consumption.

3. Why import? What it has for you?

Why import? What it has for you? Good questions. I also asked myself the same questions fifteen years back.

Instead of writing pages to convince you why import is good and profitable, what I would ask you is to do a brief research yourself. For next seven days whenever you go to a big store like Target, JC Penny, Wal-Mart, Sears, Bay, Eaton, or wherever you go and whenever you can, pick up anything, locate its label, see which country it is made in and think!

How did it reach here? And why?

Don't limit your search to a particular object. Look at anything, your car, your TV, computer, DVD player, telephone set, coffee mug, stapler, pen, pencil, your shirt, your jeans, your suit, your slipper, cleaning towels, your kids toys, safety pins, your car's tire, batteries, glasses, undergarments, even your wife's cosmetics, just anything that has a MADE IN tag. And then think!

Why did they bring it from there?

Let me make things simple for you.

Try as hard as you can and also correct me if I am wrong, chances are bright that your findings would be:

Out of all goods that you come across 70-80% will be made in a country outside North America such as China, Pakistan, Korea, Malaysia, Thailand, India, Mexico, Philippines, Bangladesh, or so, meaning these have been imported by someone like you or me.

Are they crazy?

Why would the stores stock imported goods?

Why would someone import these goods?

Why are these goods less expensive?

Answers to all these questions are simple.

To sell more,
to beat competition prices,
to attract customers,
and above all to earn more profit.

Why do the stores keep imported goods?

They get more profit on these.

Why imported goods make more money?

These goods are damn cheap in the country they are made in, due to a thousand reasons such as cheap raw material, cheap labor, low wage rates, good skilled men, less profit margin, more eagerness to sell, government incentives, currency exchange rate etc. etc.

Who imported these goods?

Big companies, some small businesses, some individuals like yourself, myself.

Now go ahead do your little research and reconfirm if whatever I just stated is correct.

Let me give you some figures:

Average imports of USA during last TEN year were	\$ -----	(Source)
That means average per day imports are	\$ -----	
Imagine how much is 10% of daily imports	\$ -----	
How much is 1% of daily imports	\$ -----	
How much is 0.1% of daily imports	\$ -----	
And how much is only 0.01% of daily imports	\$ -----	

So if someone captured only 1% of USA imports and earns only 25%, the profit will be \$ ----

Next question, If the market is so huge, if the profit margins are so attractive, if even individuals can do it, why don't people start his business? why are there no formal training courses for import business? Again good questions.

Reason being, that up to very recently it used to be a big-companies-club game only, as only they had the information which they did not want to share with anyone, but not anymore. As after working in the international trade myself, after learning the tricks from the big companies, after working for the government and after utilizing the insiders secrets myself, I started thinking I was lucky that I got opportunity to get all this insiders secrets information. How can I make myself more money. Again answer is simple, sell the secrets to whoever can utilize it to their benefit, to whoever is interested in it and to whoever who does not have the privilege to get access to it otherwise. That's why I compiled these insiders secrets about importing business that consist of all information required to start your successful importing business.

Do another research now.

Go to a good grocery store, locate some regular quality BASMATI rice and note its price. Now go to www.jamals.com, locate THE BEST BEST quality (mind you, not the regular quality) Basmati rice and find out its RETAIL (not whole sale) price. You will be surprised to note that when compared in same currency the two prices have at least 1:3 ratio. Don't forget we compared a regular quality rice with best of best and the ratio comes out to be as of three times, just imagine if you compare regular qualities what might be the price multiplier, not difference. Think if you are purchasing the same HIGH HIGH quality Basmati rice from the main distributor in Pakistan, how much profit you would earn only one container load shipment of these rice. Just to let you know that USA imported \$ ----million worth of these Basmati rice last year [\(Source\)](#). So someone made around \$ 30 million only on importing rice last year. Further, it might be of interest to you that over 50% of the businesses operated in North America are ONE MAN SHOW.

Don't you see the opportunity?

OK, let me give you another example. Only last year USA imported \$ ---- million worth of goods from China. [\(Source\)](#) These goods included safety pins, pencils, hair brushes, cosmetics, electric wires, batteries, fans, edibles, cassettes, hangers, electronics, household goods, computers, printers, scanners and god knows what not. So only if you import pencils from one country the profit margin can be enormous.

I might be wrong trying to sell my book.

You may be naïve since you previously did not have this opportunity.

But these retailers are no fools.

Whole sellers are not stocking imported goods by mistake.

Distributors are not investing their money blindly.

Importers are not importing ships after ship load of material from countries to consume at their homes.

Banks are not financing importers out of courtesy.

[EXIM \(Export/import\) bank](#) is not made to sensor movies.

[STAT-USA](#) does not compile misleading data.

[US department of commerce](#) does not exist to manage retail operations.

In today's global village no one, I mean not a single company, makes all the products it sells. A substantial part of its sales includes goods and components that are purchased and a lot of these purchased parts or components are imported. Each and every business need to buy good and/or services that are available at much lesser price in other countries. These goods may be raw materials, consumables, components or even finished goods.

Ask US Steel from where does their iron ore come?
Ask hospitals from where do the surgical instruments come?
Ask FIFA where did they get their soccer balls from?
Ask Levi Straus where do they get their cotton from?
Ask Loblaws from where do their mangoes come?
Ask your computer dealer where does most of the computer parts come from?

Did you realize why do they say the world has become a global market place? It means geographical boundaries are no more, it means to buy the products from where they are the cheapest. This is a kind of an opportunity that was never ever available to mankind in the history. Combined with the power of internet and revolution of telephone and wireless communications importing has become just like any other transaction between two traders across same street.

Yes, imports are positively doable, viable, and highly profitable and are within reach of a common man.

BUT THIS OPPORTUNITY IS NOT FOR EVERYONE!

It is only for those who have insiders secrets of importing business, who have this information and who act, not only think. Yes, you noticed correctly. Money was not missed, rather intentionally excluded from the pre-requisites for importing. Since it is NOT a pre-requisite. If you have capital to invest in importing business, great! But it is not something that you can't do without. You put things in place, and there are a lot of openings for arranging finances. Your initiative is evident from your decision to buy and read this book and providing you insiders secrets and complete information is my promise. Information is the key, information is strength and information is power. Importing business is nothing but having complete information. Those who know make money.

The only hurdle between yourself and the largely un-tapped profit potential by imports WAS this report, not anymore. As in the following pages you have all the information you require for operating a successful import business, with negligible investment and right from your home.

A success story:

Justin Julian, Unique Gift ideas, Calgary, Alberta. (in his own words)

"In November of 1999, when I began my gift shop, Nova Novel Gifts., I knew that my most of my merchandize is imported, how and by whom I did not know, and I did' nt care as well. I got my supplies from a huge import export company. It was a very good and reputed company who ran a good business and provided excellent customer service. My understanding was that importing can be done only by big businesses like them and I did not care to know much about import as well.

Unless one day when a customer, who had migrated from china, complained that I should not be making this huge profits on the tea set, a beautiful and artistically crafted ceramic china tea set. She complained that whatever I am selling here for \$ 99 is easily available in Shanghai, China for equivalent of \$ 15.

She is trying to pull the prices low was my first impression, and nothing wrong with that as well. But then I did the wisest thing of my business life. I asked her if she is correct could she provide me some business contacts in china. She gladly complied with my request and brought me back a couple of Taiwanese trade magazines after a few weeks.

Man! that was dawn of a new era for me. In the trade magazine I found several minor items selling for 1/10th of retail price here in Canada. (I had to do some research to get an exchange rate of Taiwani currency Vs Canadian Dollars). So now I knew that my supplier are making huge profits. No wonder they provide a good customer service, with that kind of profit margins I can provide better. Still I had the same idea “It’s a big company’s game” with me.

It was only in Feb 2001 that I bought my new computer and a friend forwarded me an email about a good book that claims to describe importing business in detail and claims to be the best in the world. In comparison to other e-books, available on net in thousands, the book at \$149 looked a little expensive to me. However with those margins at the back of my mind I purchased the book. It came, I kept it on my shelf to find time to read it, and it remained there for over three months. It was on a Victoria day’s weekend, that I recalled about this book and got a chance to start reading as family were away.

Awesome, fabulous, amazing. I spent whole TWO days reading, repeating and repeating the book. I was never a good student or reader. But man I do like to talk about earning more money, about increasing my profit margins, and about increasing the turnover. Never ever in my life I had enjoyed reading a book so much as I did this one. It was like I was reading a secret dossier of CIA on importing. I read the book FIVE times during the weekend and before going to sleep on Monday night my business plans had changed.

Although I had no prior experience in this area, I began researching and collecting information. I was willing to learn, and by targeting key sources for information and guidance, I was able to locate good suppliers from international markets in a short period of time. I also remained in touch with e-book authors and asked their advice whenever I had questions.

I am now a successful importer and distributor of giftware, in addition of my own shop, and am making many manifolds than previous. Well, it did not occur over night it took me over 5 months to place my frst import order on a supplier in China. But by that time I knew inside out of imports, I got the goods at prices that were never heard of and I was able to make 220 percent profit on the sales of my imported goods. The most interesting part is that my only PAID adviser is the e-book.”

Thanks to Justin for giving us good feedback, he also recommended several others buyers.

So guys, the “insider’s secrets of starting a successful importing business” is both a comprehensive how-to manual and a reference book providing you with the contacts and resources to ease your entry into the importing business from all over the world.

Your questions about:

Why you should be importing

Can you import?

How to start?

Planning Ahead for Import

How to select a product?

Finding Sources for Products Abroad

How to import?

Documentation

The Pro Forma Invoice

Terms of purchase

The Ins and Outs of Getting Paid

How to save on Transportation Rates

How to get finances?

Where to get finances?

Where to Go for Help

Who to sell?
Alternative Concepts for Importing
Meeting Customs Laws and Regulations
The Risks and Rewards of International Trade

Are all not only answered but are provided with additional resources to look to and my personal recommendations as to what are short cuts, and how you can save money are all there.

On the cultural side you learn

Verbal communication etiquette.
Written communication etiquette.
Non-verbal communication etiquette.
What is considered insulting.
What subjects to avoid.
What cultural values they believe in.
Cultural do's & don'ts.
What are their customs.
When is it appropriate to start discussions.
Cultural customs you might misinterpret
Body positions you should avoid.
Dress code for men & women... and more

This book answers everything, even more. It provides you links to other valuable information and addresses to other sites from where you can get free information.

4. The Process

Complete process of imports includes following steps

You can divide your activities of operating your successful importing business into five major phases.

Phase 1 To establish

Phase 2 To buy

Phase 3 To sell

Phase 4 To import

Phase 5 To get profit

Depending on you existing setup or experience, you can shorten or completely skip any one or more phases. For example if you already has a registered business and/or a home office, you can skip the lengthy detail given in the establishment process. If you operate a sales outlet or a distribution network a logical starting point will be to import from among the product line that you are already dealing in. Similarly if you frequently travel internationally the buying phase will be simplified. If you are in accounting or office assistance field the last stages will be a piece of cake for you.

To guide you through the process, I have now divided each phase further into a number of steps you need to take during that particular phase.

Color code: Each phase is marked BLUE
 Each step is marked RED
 Description of each step is marked in BLACK
 Additional resources are in GREEN

To establish

Establishing an office

Get registered as a business and as an importer

Select product

To buy

Collect information about foreign suppliers

Approach foreign suppliers

Send inquiries to foreign suppliers

Receive quotations

Evaluate quotations

Calculate landing costs for quotations

Compare quotations

Short list suitable supplier

Negotiate price and terms with suppliers

Plan finances

To sell

Collect information about domestic buyers

Market research about domestic buyers

Short list domestic buyers

Identify decision makers and gate keepers

Submit budgetary proposals

Negotiate your offer

Submit firm proposal

Get order

To import

Start import process

Locate shipping company

Locate pre-shipment inspection agency
Locate customs broker
Issue letter of intent
Issue order
Establish L/c
Follow up or supply
Follow up for shipment
Follow up for shipping documents
Coordinate with customs broker
Organize storage and warehousing
Organize delivery
Get the goods inspected
How to get paid
Submit invoice
Follow up for payment
Get the payment
Pay taxes