

Presentation on Expectations of a buyer

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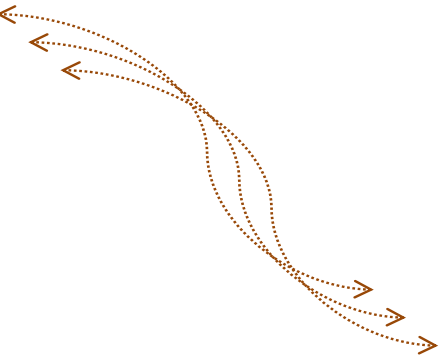
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EXPECTATIONS OF A BUYER

1. Range of Products

- Price – wholesale vs. retail
- Quantities and Production Capacity
- Sample production



EXPECTATIONS OF A BUYER

I . Price – wholesale vs. retail

- If price too high modify product to get to right price
- Push buyer to buy more to reduce price
- Not all products are meant for wholesale market
- Know the buyers price range and create products in that range

EXPECTATIONS OF A BUYER

ii. Quantities and Production Capacity

- Calculating for larger quantities
- Don't promise a deadline you can't deliver
- How much time to produce
- Seasonal constraints
- Availability of raw materials
- Regulatory constraints

EXPECTATIONS OF A BUYER

3. Sample Production

- Buyers want to change and get new samples
- Who pays for sample production?
- Keep a final sample for reference

2. Shipping & Shipping Requirements

- Creating products that are nesting or stackable
- Efficient packing
- Negotiating with Freight companies or Forwarder
- Consolidating with other producers

2.1 Shipping & Shipping Requirements

Types of Shipping

- Air Freight
- Courier
- Sea Freight
- Post Office (small things)

3. Product Development

- Buyers always want new products, every order send new samples to help increase sales.
- Look at buyer's website to see what they are selling and try to create things in line with their aesthetic
- Keep sending new sample images (Buyers love this)

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4. Legal and Regulatory issues

Legal Compliance
Eg-Lacey Act of USA

Raw material sourcing
compliance

Lead and cambium etc may
require written certification

5. Quality Assurance & Control

Quality starts right from raw material sourcing through to the final product

Quality Assurance Systems/checks from raw material sourcing to finished product and packaging

6. Professionalism

- Communication
 - Prompt email communication
 - Alert early when there is a problem
 - Keep buyer abreast of production
- Clear Invoice
- Proper export codes
- Meeting deadlines
- Good financial record keeping

EXPECTATIONS OF A BUYER

Thank you