

# Your office in China

## OUR FIVE STEPS TO OUTSOURCING SUCCESS

At **SINO TRADING** we have a partnership approach to outsourcing, creating a perfect match between our clients' needs and the manufacturing capabilities of our network of suppliers in China. And because we have permanent offices in both the UK and China, we can manage each project on a twin-team basis. This means constant monitoring of a project's quality and progress at a local level plus clear, consistent communication from a single point-of-contact closer to home.

### NO CONFUSION, NO CROSSED WIRES AND NO SHORT-CUTS ON COMMUNICATION OR QUALITY – THE WAY BUSINESS SHOULD BE DONE...

No two jobs are ever the same and different clients will have different needs. Some, for example, may prefer to keep their warehousing, shipping and regulatory arrangements in-house. Others may need assistance in originating the technical drawings that are the start point of most projects. (We can help here too.) And, of course, the size of a production-run may vary greatly. From orders involving millions of components to jobs where specialist tooling and only a small quantity of a finished item is required.

The key thing is that we work round you, making sure our service matches your needs and not the other way round. Here's how we do it...

#### 1. PROJECT BRIEFING

This is where we confirm the bare bones of the brief – the tech specs and blueprints of the product/s required, minimum order quantities, the quality benchmarks expected, key timelines and any additional requirements such as warehousing, assembly, packaging and shipping. We will also run a regulatory slide-rule over the brief, to check that the production requirement complies with export license needs.

Once we have translated the relevant blueprints and technical drawings into Chinese, we invite competitive tenders from the most applicable manufacturers in our supplier network, shortlisting the best and running up-to-date audits on their operations – reviews that cover everything from financial stability to sustainability to ethical working practices. Then – in close consultation with the client – we choose the best option for the client, and move to contract stage (in Chinese and the client's own language).

Typically, this sourcing process takes one to two weeks – dependent on the complexity of the designs and components involved.

### COMPLIANCE, AUDITS AND MEETING CUSTOMER REQUIREMENTS...

## 2. SAMPLE AND PROTOTYPE MANAGEMENT

This is where design blueprints and technical drawings are made into samples. The Sino Quality Control team in Changzhou will then inspect the products and check supporting PPAP inspection paperwork before furnishing the client with this information. Production of some samples is relatively straightforward, utilising existing expertise in the supplier's manufacturing base. Others may need bespoke tooling which will take extra time to perfect. In either instance, these factors will have been built into the estimated timeline at the start of the brief. Prototype management is a critical aspect of the production process. Experience tells us that time spent here prevents potential problems appearing further down the track.

## 3. BULK PRODUCTION

Once the sample or prototype is approved, we move to full scale production – anything from a handful of CNC machined components to millions of turned parts. But although a manufacturing plant may be working flat out, our focus on quality doesn't cease. This is where our on-the-ground Chinese operation comes into its own, taking samples from the production line for analysis on-site, or in Changzhou – independently of the factory's own processes and systems. Our inspectors will also check that the manufacturing facility is maintaining the safe, ethical and sustainable working practices prescribed when awarding the contract. (And the vast majority of our suppliers are either ISO or IATF16949 certified.) In fact, it's not unusual for our teams to be on site six days out of seven when a project moves to the bulk production stage.

This eye-on-the-ball approach to quality control ensures that suppliers are kept on their toes when maintaining premium standards throughout an entire production run. And, of course, if an issue should arise, this constant presence ensures that any problems can be spotted quickly and dealt with effectively. While we pride ourselves on our eye for detail in the QC sphere, we are always happy for client representatives to visit the plants for themselves.

**WE INSPECT PRODUCT ON THE PRODUCTION LINES THEMSELVES,  
INDEPENDENTLY OF THE FACTORY'S OWN PROCESSES AND SYSTEMS...**

## 4. ASSEMBLY & WAREHOUSING

On some projects, finished items will go direct from factory to container for overseas despatch. On others, products may require warehousing for assembly, labelling or retail packaging, and our outsourcing offer covers all these areas if required. As supply chain experts, we are well versed in co-ordinating production of different components from multiple manufacturers within just-in-time parameters. And a word to the wise here. Just as made-in-China manufacturing offers significant cost savings, so too does assembly and packaging before onward shipment. With local labour costs much cheaper than western equivalents, transferring this aspect of the production cycle overseas can also pay dividends. Again, our team will sign off on QC checks for all aspects of the assembly/packaging process before authorising despatch.

**WE OFTEN SHIP DIRECT TO OUR CUSTOMER'S CUSTOMERS AND WHILE THIS  
TAKES A LOT OF TIME FROM THE SUPPLY CHAIN, IT ALSO DISPLAYS GREAT  
CONFIDENCE AND TRUST THAT OUR CLIENTS HAVE IN US...**

## 5. SHIPPING AND SUPPLY CHAIN MANAGEMENT

The final part of the process is distribution – usually onward shipping by reputable carriers to single or multiple destinations. If contracted to do this, our service includes store-to-port transport, customs clearance, and the provision of export licenses if required. And, as you might expect, we also provide real-time tracking of each and every consignment – from departure point direct to your door. We ship all round the world for our customers, to warehouses and retail units throughout Europe as well as in North America, Africa, and within Asia itself.

Until we receive a specific brief, we can't predict a definitive timeline for a job – too much depends on the complexity of the tooling/production process, assembly requirements, and demand on international shipping capacity. But in approximate terms, you could expect:

- ✓ **FROM BRIEF TO QUOTE / CONTRACT: 10 DAYS**
- ✓ **INITIAL TOOLING & PROTOTYPES: 45 DAYS**
- ✓ **BULK PRODUCTION & FIRST-STAGE DESPATCH: 35 DAYS**
- ✓ **SAFETY RESERVE: 10 DAYS.**

So, some 90 to 100 days per project.

### PS: STEP SIX – RE-ORDERING

Repeat ordering and schedules are the norm for us and we make sure that the same factory, process and materials are used for each repeat order – factors that should not be taken for granted. Put simply, whether it's a first consignment of goods or the fifty-first, we will be just as focused when it comes to price negotiation, test-run trials, plant inspections and QC checks across the duration of a production run and business relationship

To find out how our Five Step Process could help you find outsourcing success, call Tim Moore on **+44 (0)7779 993469**. Or email **tim@sino-trading.co.uk**.

