

Your Free CAMELOT  
Newsletter-Report No.7  
a sample extract from our E-Book  
"Genuine Wealth Creation"

An introduction to  
**Sourcing Products  
to Sell**

<http://www.WealthCreationConsulting.com>

**Where to find your sources of Products -  
Trade Shows, the Internet, the "Tomcat" & other sources!**

Well we hope you've been enjoying your Journey of Discovery so far through our Newsletters & that you've learned some new pieces of knowledge that will help you explore your business opportunities or build your business profitability.

This newsletter is from a section in our E-Book that explores, in depth, how you can make money from one of the oldest business opportunities of all - selling products. Of course to be able to make a profit from selling products you need to have first found "the right product, at the right time, at the right price"! Here are some ideas on where and how to find that "right product".

**Trade Shows**

Once you think you've decided what "industry" segment you wish to perhaps 'specialize' in (for example beauty products, car parts, etc, etc) you need to learn as much as possible about that "industry" segment.

One of the very best ways to do this is to attend Trade Shows, exhibitions, covering that "industry", initially in your own country but once you've done this ideally, if you can afford it, travel to trade shows overseas. (We'll expand on this later in this Newsletter).

By attending your 'local' trade shows you will get a good idea as to who the 'players' are in that industry - who the main wholesalers and suppliers are. It is possible that even some suppliers from overseas may be there as well although these are probably not the suppliers you should be looking for.

If you can manage to get to the right trade shows overseas you will quickly find that you

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have, most likely, walked into a whole wealth of Product Opportunities for you to explore.

As a suggestion, if the 'show' runs for more than one day, as most will, spend the first day going right through the whole show and collect as many catalogues and brochures that you can. Make sure that you have your own business cards, preferably with your new business or company details on, to exchange with these potential suppliers. If you do not have a business card to hand out you will, most likely, not be treated seriously.

Then spend that first evening back at your hotel going through all of the material you have collected and endeavor to decide which product or supplier you think may have something that you can exploit back in your home country.

On the second or subsequent days, go back and see those higher priority potential suppliers and begin talking to them about the issues that are detailed below.

(These issues will be the same issues that you would communicate (email) to a potential supplier you may find over the internet, or some other way);

**Ask them;**

1. Do they currently export to any countries and if so to which & for how long have they been exporting? (This will ascertain if they may know "how to" export because if exporting is entirely new to that company then you will most likely encounter some real problems with them until they become 'good' at it. Be careful as a 'new exporter' could lose you a great deal of your money!)
2. Do they currently supply anyone in your country? If so, to whom? You need to know this as if they are supplying a 'major player' in the industry that you wish to start in, it is highly likely that they will not supply you or you may also end up with some major competition issues back home. (Please also see our comments on this important issue in our E-Book under Trade Marks ownership & Importing.)
3. What are their best FOB (we explain such terms in the chapter on Importing in our E-Book) Prices in US\$, or Euros, or Pounds Sterling – whichever area you are from – for 'such & such' a quantity of each item that you think you can sell? Needless to say you will not get their best prices at the show but what you are given will, at least, give you a starting point to work from and to do some detailed "costings" on when you get home. (We also explain about 'costings' in our E-Book.)
4. How much will the prices you've just been quoted drop if you increase the quantities you might buy? (Obviously do not place any orders until you've gotten home and worked out the 'costings' and done more research on this, or similar, products in your own local market, as well as having talked about the importing requirements, import duties and taxes, quarantine issues etc on such products with a good Customs Broker in your own "home town".)
5. Can they tell you what the weights and volumetric measurements are for each product? In simple words – how many units will fit into a carton, a box, a 'shipper', and what are the dimensions in inches or in centimetres of that carton or box and what does it weight? This will enable you to work out the shipping costs, freight etc for your 'landed costings' to ascertain if the pricing and the product is 'competitive' in your local marketplace.



6. Do they know how many 'units' of those products will fit into a 20ft or 40ft container? (They may not but don't be surprised at this - but ensure they find out and tell you this in writing later.)
7. (If you suspect that it may be required) – Ask them if are they able to provide any additional special labelling that may be required in your own country to comply with local regulations. (This area of special 'commerce' markings requirements is something that you really should, initially, also discuss with your local Customs Broker.)
8. How long will they take to process an order? For example, will it take them 2 weeks from the receipt of your confirmed order before they can hand the complete order/shipment to the Freight Forwarder for shipment from their country to yours.
9. If they are not currently supplying anyone in your country would they be willing to give you a "Sole Distributorship Agreement" for your country (and any other countries that you know you can successfully supply their products to) if you decided to start buying their products?

### What is a "SOLE DISTRIBUTION AGREEMENT"?

A "Sole Distributorship Agreement" is, as it sounds, a legally binding agreement between you and the supplier that states that the supplier will ONLY SUPPLY you, or the company that you represent or have established, with the products that this suppliers supplies or manufactures.

Normally such an agreement, which is in your interests to get before you start, will be for a pre-determined period of time. We would normally suggest that you accept nothing less than a five, or ten, year period for the length of this agreement and that you ensure that there is a 'right of renewal', at "your option" for further periods.

Now the supplier will normally try to get you to commit to a minimum volume of units that you will be required to buy each year but we would not recommend that you commit to this. We have normally managed to get an 'open-ended' agreement on these amounts and state something along the lines of "the importer/the buyer (you) will use his best endeavors to promote & sell as many units as may be achieved in his marketplace."

The point to make to the supplier during the negotiations on this point is that it is obviously in your interest to sell as much as you can for them as this is how you make your money – it is simple economics isn't it? Obviously it is virtually impossible for you to determine how many 'units' of the supplier's products you can sell unless you are already an expert in this particular field or industry.

Also ensure that you also include clauses covering the Quality of the products to be supplied and other issues such as Warranty Support, Advertising Support, the right to sell or assign the Sole Distributorship and so on.

**IMPORTANT NOTE:** If you feel that you have really found something that has real potential for some major success check to see, when you get home, if the supplier has registered any "Trade Mark" that he may have on his product. If the supplier has not lodged a Trade Mark in your country (seek your own advice from a Patent or Trade Mark Attorney/Agent in your 'hometown') then, if you decide to go ahead with the distributionship of his products, lodge your own Trade Mark application in your own country for those goods - with YOU being the 'owner' of the Trade Mark. Make sure, in good faith with the overseas supplier, that this is mentioned and included in the Sole Distributors Agreement.

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In the event that the overseas supplier does not honor the Sole Distributor Agreement and starts selling his products to anyone and everyone in your country, even after you've done all the hard work of developing the marketplace for his products, then you should be in a position to have your nation's Customs stop his goods being imported by others as you will be the owner of the Trade Mark. This is a very powerful position to be in if such unhappy circumstances do eventuate.

The main reason for obtaining such a Sole Distribution Agreement - which via international law is not always easy, or possible, to enforce anyway - is that it achieves four main objectives;

1. It makes it easier for both parties to understand the basis of their relationship.
2. It gives both of you some 'comfort' that the other party is seriously looking to promote and support the other party's efforts.
3. It will hopefully stop, or at least discourage, the supplier from selling his products to any "Tom, Dick, or Harry" that comes along later looking to source that supplier's products. This can become a real issue as you, having worked hard and spent your money on developing a demand for that product in your country, may find that others may try to 'steal' your business opportunity from underneath you.
4. If you are successful with this venture it will give you something that you can base the possible sale of your new business on. In other words, if you wish to sell the business that you have successfully established to someone else in your country, that potential business buyer will, in all likelihood, not proceed unless he knows that the "Sole Distributorship" is transferable.

The potential buyer wants to know that he can continue where you might leave off so that he can make the same, or greater, profits than you have enjoyed, should he take the business over (and pay you a very nice "goodwill" sum in the value of the business). We have done this previously with great financial success - building a new importing business using "Sole Distributorship" products and selling those businesses later for substantial capital profits.

Sorry that we cannot include a draft of such an agreement for you but this is something that you should develop with your own local lawyers or solicitors with these and any other issues that they may suggest. We felt that we should not provide you with a draft of our many previous agreements as this may expose us to litigation from you if something were missed out or misunderstood. Sorry about this, but at least you know the fundamentals of what you should be seeking in this regard.

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Following are a few websites where you will be able to find out a great deal more about various **Trade Shows** being held around the world. We hope that these will open up a new world of Business Opportunities & Business Profitability for you.

### **Hong Kong**

(as the gateway to China)

<http://www.hkcec.com>

### **Japan**

<http://www.japancorp.net/trade/trade.asp>

### **Thailand**

<http://www.thaitradefair.com>

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## **United Kingdom**

[Http://www.tradeexhibition.info/trade\\_exhibitions/index.htm](http://www.tradeexhibition.info/trade_exhibitions/index.htm)

## **Australia & New Zealand**

[Http://www.dmgworldmedia.com.au/trade.php](http://www.dmgworldmedia.com.au/trade.php)

## **Greece**

[Http://www.kemexpo.gr/index\\_1.asp](http://www.kemexpo.gr/index_1.asp)

## **GLOBAL Listings**

<http://www.biztradeshows.com>

<http://www.eventseye.com>

<http://tradeshow.alibaba.com>

<http://www.export.gov/tradeevents.html>

<http://www.tsnn.com>

<http://www.expoadvantage.com/en/>

<http://fita.org/tshows.html>

<http://www.traveltradeint.com/tradeshows.html>

<http://www.tradeshowplaza.com/>

<http://tradeshow.globalsources.com/TRADESHW/TRDSHFRM.HTM>

<http://www.marketerzone.com/Tradeshows.html>

<http://www.nationaltradeshowreporter.com>

<Http://www.europehouse.com/trade.htm>

## **Apparel – Clothing – Trade USA**

<Http://www.spectrade.com>

## **Arts & Crafts – USA & Canada**

<Http://www.craftassoc.com/confer.html>

## **Automotive Parts**

[Http://www.aaaa.com.au/content/internat\\_shows/internat\\_shows.asp](Http://www.aaaa.com.au/content/internat_shows/internat_shows.asp)

## **Beauty Products**

<Http://www.beauty-on-line.com>

## **Chemical Industry**

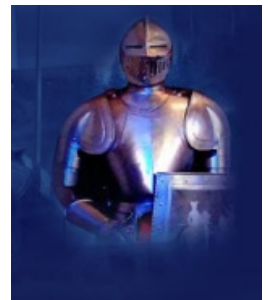
<Http://www.chemconference.com>

## **Jewellery**

[http://www.rotaforte.com/AR\\_1.php](http://www.rotaforte.com/AR_1.php)

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## **The Internet**

The websites on the preceding page are where you may be able to find Industry specific “Trade Shows” to find potential product suppliers for your new business - or your existing business.

Additionally we have listed below a number of websites where you can also find suppliers covering almost every kind of product. There are obviously many others such websites that you may be able to find by doing specific searches for the products that you may be seeking.

### **China**

<http://chinasuppliers.alibaba.com>

[Http://www.chinatradezone.com/links/Company\\_Listings/](Http://www.chinatradezone.com/links/Company_Listings/)

### **Asia – general**

<Http://www.asia.manufacturers.globalsources.com>

### **Hong Kong**

(as the gateway to China)

<Http://www.tdctrade.com>

### **Korea**

<Http://eckorea.ecplaza.net/ECMarket/>

### **Taiwan**

<Http://www.taiwantrade.com.tw>

### **Australia**

<http://www.austrade.gov.au/>

<Http://www.apnbig.com.au/Kompass/>

### **New Zealand**

<Http://www.marketnewzealand.com/mnz/default.aspx>

### **United Kingdom**

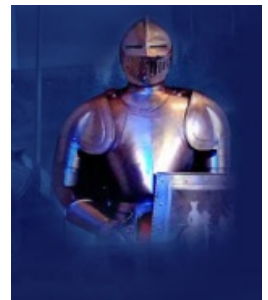
<Http://www.esources.co.uk>

### **U.S.A.**

<http://www.buyusa.gov/home/>

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Now this one below appears to be one site that promotes “Drop-shippers”. It may, or may not, be of use to you but please keep in mind that we do not, in general, believe in “Drop-shippers”. If you want to know why you will need to read our comments on them in our E-Book which explains why & how you can make more money & better profits by not buying from Drop-shippers.

<http://www.worldwidebrands.com/?10982>

## **Additional Information sites of value to potential importers**

### **Standards Worldwide**

<http://www.astm.org>

### **Conversion of Lengths, volumes, currencies etc**

<Http://www.onlineconversion.com>

## **The “TomCat”**

Many years ago there was a major publication, which at that time, was the largest Product & Supplier Directory in the world – at least to our knowledge it was. In its printed version it was huge, about the size of any major encyclopaedia and it cost a small fortune to buy. The first edition was published in 1898.

It was known as The Thomas Register of American Manufacturers – this ‘catalogue’ of almost everything made in the USA – was nicknamed The “Tomcat” – short for the Thomas Catalogue we would assume.

Following is the website where you will be able to find US made products and underneath that are other websites that now also encompasses information & other products made in other countries as well.

<http://www.thomasnet.com>

<http://www.thomaspublishing.com/>

<http://www.thomasglobal.com/Default.asp?bhcp=1>

## **Other Sources of Products**

In addition to all of the above there are other ways of finding Product Opportunities.

These include;

(Continued on the next page.....)

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## **TRADE MAGAZINES, BOTH LOCAL & OVERSEAS.**

Try to locate "Industry specific" Trade Magazines. Once you join, as we have suggested in our E-book, the Industry Group, or Industry Association that looks after your particular 'target' industry you will find, by talking to its members and looking into their libraries, various Trade Magazines that will be full of useful information and potential sources of products (and, in some cases, services) that you can bring to benefit your new business, or expand your existing business.

## **OVERSEAS CONTACTS.**

This may not necessarily apply to you but if you have friends or business contacts in other countries you may ask them to find a particular product or a source of information in their country that may help you in your quest for that business opportunity.

We have done this ourselves - on two occasions - with outstanding financial success, in fact, tens of millions of dollars of sales were built by us on this methodology - that is, finding new products overseas through our overseas business contacts.

## **YELLOW PAGES, LOCALLY AND IN OVERSEAS COUNTRIES.**

As you would do when you want a plumber, or some other service, in your own local town you would look in your "yellow pages" or whatever the equivalent is in your country. You may well be able to find what you are looking for by either getting your hands on an overseas version (if you can read it of course) or also over the internet, although this is not always an easy route to take, to locate new suppliers. We have also done this successfully and located profitable new products which lead to new business opportunities.

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*Well have you learned something new from this Newsletter? We hope you may have learned several new 'pearls of wisdom' that will help you build your own new business profits and wealth for you and your family.*

***We trust that you have enjoyed and benefited from this small insight into just one small section of our E-Book "Genuine Wealth Creation". In fact, this small insight represents less than one per cent (1%) of the content of this amazingly informative publication - it is a "central source", virtually an encyclopaedia, of business knowledge in one easy to read & understand publication.***

***You can invest in our, globally applicable, E-Book "Genuine Wealth Creation" for a mere US\$ 24.95 & change your life & YOUR FUTURE TODAY!***

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