

Your Free CAMELOT

Newsletter-Report No.8

a sample extract from our E-Book

"Genuine Wealth Creation"

An introduction to

Importing - The Business Opportunity

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IMPORTING - THE BUSINESS OPPORTUNITY

Welcome back - are you having fun so far? If not then please remember that "Knowledge is Power" and that the knowledge you can learn from us will give you the power to make a great deal of MONEY. This new money, this new wealth will bring you the opportunity for a lot of fun. That is why we sometimes refer to cash money, dollar bills or pound notes & so on as "Fun Vouchers"! Do you find this strange? Have you ever tried to have fun without any money? Go to the movies or go for a holiday without any money? Well our Newsletters and our E-Book will help you build a mountain of "Fun Vouchers"!

If you haven't yet done so we would recommend that you read our previous Newsletter No. 7 on "Sourcing Products to Sell" before you read this Newsletter as this one really follows on from there to help you on your Journey of Discovery. (If you have not received it just email us at WorldHQ@WealthCreationConsulting.com and we will send any Newsletters that you may have missed). Okay so let's start!

Importing may help you to do something in a field that YOU love!

One of the great pleasures of life, should you be so lucky, is to be doing business in an area that you have a personal interest in and liking for. If you are doing something that you like it makes it so much easier to get out of bed every morning and go to work. We hope you are not currently stuck doing a job that you really hate - if you are then maybe now is the time to change that.

It makes little sense to start a business that sells, say, ball bearings, when your real interest and passion is in golf or baby's clothing or fishing or beauty products or wine or football or whatever. One major advantage with importing is that you can use the opportunity of starting your business life anew but this time try, if you can find the right business opportunity with a good supplier, to import & sell something that really interests

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you - it will change your life in such a positive way - more than you can ever imagine.

But always remember that you're not doing this as a new hobby, you should enter such a venture with the objective of always making a profit - this way you can have the best of both worlds. Additionally you will no longer notice it when you end up working long hours as you will be doing something that you, hopefully, love and already have a great knowledge of, albeit that it might originally have been only a great knowledge of "fishing rods" or whatever. Believe us when we say that doing business in a field that you love will give you a business insight and a renewed energy for life and other advantages that few will ever be able to better.



You don't need to rob a bank to start your new business!

One major advantage of Importing is that it is one of the few fields of endeavor where you do not, necessarily, need a huge amount of cash to start your business. Ideally you should start any business venture with more cash than you feel you need (which we cover in more detail in our E-Book) but the reality of life is that very few people do - we all try to stretch that 'rubber band' further than it will normally stretch. Obviously a lot depends on the kind of products that you are looking to import & sell, how you are intending to sell and distribute them and how much capital (cash) you have available or have access to.

You don't have to invent something new - source established, proven products from overseas.

Developing new products from scratch yourself can be very difficult and financially very risky. In fact, for all new inventions ever invented only one invention in every thousand ever makes it to a commercial release and even fewer make it to real commercial success. (Of course, if you have something really exceptional that you invented then we are very pleased for you. Our E-Book will help you tremendously as well.)

By sourcing new products from overseas that someone else has already developed, you only have to carry the volumes of stock, plus stock in transit, that you can promote & sell. This frees you and your capital to focus on the sales process in your own country (which is where most of the real profits are made anyway) rather than on R&D - research & development - manufacturing, packaging and so on.

Additionally by undertaking carefully prepared "Landed Costings" (detailed calculations of all of the costs to purchase and import a product) of the products based on the pricing you have been offered from overseas, you can compare those products and prices to your potential competitors BEFORE you place any orders and commit yourself & your hard earned capital (cash). When you develop your own products it is very difficult to be able to determine what the final costs and prices will be until it is often too late to turn back.

You will find in our previous Newsletter Number 7 and in our E-Book a list of websites where you can go to to locate products from overseas. Please note that we are not associated with these websites - these are provided to help you and are for your assistance.

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If you are currently running your own retail outlet, either online or with a physical storefront, you can expand your range, or replace your locally sourced products - without great effort but with greater profit margins!

Many small to medium size retail stores are buying their products from local manufacturers or established importers (who are acting as wholesalers) who have already made a good profit margin over what they have paid for those products overseas. By sourcing those products, or ones similar, from overseas and importing them directly yourself you can reduce your final retail price, thus becoming even more competitive in the marketplace, while you increase your overall, per unit, profit. (It is extremely important that you study, and fully understand, our comments contained in our E-Book concerning the dangers of importing merchandise that is branded with a Trade Mark that is owned by someone else).

By importing from overseas you can source the World's Best Value-for-Money products & remain, or become, competitive & perhaps become a Wholesaler as well!

If you are currently a small to medium size retailer, instead of buying the products that you buy from other local manufacturers or established importers you can, if you do your research correctly, locate similar and quite often better, products yourself overseas. After all when you import "the world is your oyster" - you can search the world for its greatest "pearls".

If you do locate something that is either exceptional & competitive by way of quality and/or price and/or uniqueness then you can even begin to look at expanding your business opportunities & business profitability by wholesaling (distributing) these to other retailers yourself and make a wholesale margin on, generally, a much greater volume of product. In this kind of situation you would look to be retailing these products yourself through your existing retail outlet but you would be best to establish a separate Wholesale business that would sell those products to other retailers. Ensure that you keep those two entities separate as it will reduce any issues with the retailers that you would be looking to wholesale to.

If you are currently manufacturing in a "Developed Country" you can lower your Costs by manufacturing overseas!

This really should not need much explanation. If you happen to be an already established manufacturer in the "Developed World", for example, in the USA, Canada, Great Britain, Australia etc, then you should investigate what so many others have already done - move your manufacturing to a lower labor/labour cost country. We all like to be patriotic & support local employment but do NOT be sent broke by someone else beating you to the punch by importing products that are competitive to yours and then supplying your goods at a cheaper price, as has happened to so many others! Please do NOT let your time run out - do your investigations, including detailed "landed costings", NOW!

You don't need to risk everything to start your own Importing Business!

As mentioned earlier, and elsewhere, it is better that you start your importing business in a small way so that you can see what problems you have not previously been aware of (for example, poor quality product, poor or incorrect packaging, landed costs higher than expected, etc) so that you do not "burn" all of your cash before your new business has had a chance to get established. Importing is one of the few businesses that you can start from nothing, trial the products in smaller volumes & sales and expand those sales & volumes, normally and progressively.



You don't have long Development Time Cycles & Costs for Products & Sales - plus you can build a Real Asset!

Unlike Exporting and developing new products for local manufacturing the time frames and sales development costs for Importing are normally much shorter & lower. This means that you should be able to turn a real profit much quicker when starting an Importing Business than with any other type of business venture, other than starting in an established Network Marketing Business or if you are starting an internet based business that sells "information based" products.

However, unlike IT products, an Importing Business that sells - either online or offline - real, physical, products will normally survive for many years. An Importing Business selling physical products - unlike an internet based business selling "information" - also can also develop into a real asset worth real money!

An Importing Business selling physical products can be sold later with a "Goodwill" value which is normally worth a multiple of the annual profits it makes. Thus not only can you make profits as you develop and grow your Importing Business you should also, if you follow our other advice, be 'growing' the "Goodwill" value of the business itself. We cover "Business Valuation" in much greater detail in our E-Book.

You normally don't need to lease, or rent, expensive premises to start your new Importing Business.

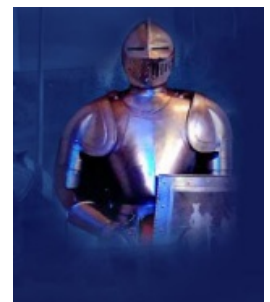
If you combine the I.T. technologies available today such as Video Email, the Internet and so on with sub-contract warehouse distribution, you can save a huge amount of your limited start-up capital! You do not need to, nor should you, commit to expensive rental or lease premises for offices and storage until you have the sales and cash-flow to support them.

Start your new Importing Business by working from your own home office in the early days which is not always achievable with other forms of business endeavors. Of course, if you are intent on launching a much larger import business, and have the financial resources to do so, then starting from home may not be necessary, but again, we advise you to start any new enterprise with prudence - try to keep your overhead costs to the minimum especially in the early days.

When you are about to start a new venture it is very important that you speak with a suitable & experienced business consultant or adviser and/or, your own personal accountant, if you have one, to discuss how many "fixed overheads" (such as lease/rental property, vehicles etc) you should commit yourself to at the "start-up" stage. The last thing you need to do is to burden your new venture with costs that you cannot reduce as these, unless you have very substantial cash reserves, can sink your business before it leaves "the docks".



If possible start your new Importing Business from your home office until it is financially stable with a strong positive cash-flow! This also helps you spend more time with your family.



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Believe it or not we have seen - on many occasions - people who are starting new ventures going out and buying themselves expensive new cars on a lease in the belief that they are going to make so much money they will easily be able to afford the repayments. Sadly, as happens with most new ventures, their new businesses have taken much longer to get "into the black" cash-flow wise (that is, the money is coming in faster than it goes out) and before they know it they have run out of cash. Sadly then their lenders, or their banks, have taken their cars away and suddenly they are in real financial trouble and the business dies before it has had a chance "to learn to walk" on its own two feet. All because they made financial commitments before the business was well established.

PLEASE do not do this - do not commit to new fixed costs that you cannot easily reduce until your new business has a strong, positive, cash-flow!

Because we want people to be as successful as possible we have included throughout our E-Book "Genuine Wealth Creation" many "Risk Knowledge Warnings" so that you can learn from our decades of experiences across many industries.

It is vital that you learn "how to" do things successfully but we have found that very few advisors will actually tell you what NOT to do! We believe that our "Risk Knowledge Warnings", which are spread throughout our E-Book, are as important and as vital to your success as everything else is in our extensive publication.

Now this, our Newsletter # 8, only covers an introduction to the benefits of Importing as a means of increasing your Wealth. There is a huge amount to learn about Importing if you are to do it successfully and profitably. We therefore highly recommend that you make your low-cost investment in our E-Book as we cover virtually everything in the world of "How to Import" for you, in great detail, to help you achieve your dreams.

Importing, like any new business venture, can destroy your start-up capital if you do it incorrectly so we really must stress that you need as much knowledge about it as possible before you start. Fortunately we have had over 40 years experience in Importing, Exporting, Customs Brokerage and International Freight Forwarding so we can help you immensely to avoid the pitfalls and traps that await the inexperienced. Have no doubt about it **there is a fortune to be made from Importing if you set it up correctly and do it well. We hope that we can help you.**

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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