

Alibaba.com Blog Post - Santos Studios

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Are you searching for the right products to start your brand?

You want to keep the costs down, but still create high quality products?

Well, you have probably heard of Alibaba.com, the multinational outsourcing company which provides the option to directly partner with a manufacturer.

Their platform provides consumer-to-consumer (C2C), business-to-consumer (B2C), and business-to-business (B2B) services, as well as a shopping search engine and electronic payment services.

Sellers on Alibaba produce high volume discounts for you to create your own custom products from the ground up.

From apparel products, to jewellery and electronics products, the options are endless for designers when buying wholesale from this eCommerce platform.

While there are many benefits to sourcing products locally, including supporting local to one of the most underrated assets- having face to face meetings to ensure you are purchasing exactly what you intend for your designs.

But what if local isn't an option?

With careful research Alibaba could be the answer in keeping costs down and buying in bulk.

Pros of Alibaba:

- Keeping costs down when buying in bulk
- Access to a data-driven network of sellers, marketers, service providers, logistics companies, and manufacturers.
- Large quantities of products from wholesalers at the lowest price.
- Private label products as you buy directly from the manufacturer
- Option to buy a single item if you negotiate with a supplier and they agree
- Connect directly with a manufacturer.

Though Alibaba as a company is safe, it's some of the middle- people on the platform to weed out.

Like any large company, the platform draws in everyone and his dog, from reliable sellers to scammers.

Unfortunately, this means sometimes you aren't dealing directly with a manufacturer, but instead a broker who lists services from their contacts.

When this happens, communication may be delayed, prices may be higher, and your order may not be right.

In the latest video, FTGU covers the **3 things you need to know** before sourcing from Alibaba.com:

How to Find Quality Products and Suppliers

How to Legit Check Your Factories

How to Ensure You Receive Your Goods

There *are* top companies out there and putting in the time to source a reliable supplier for your product, will pay off in spades.

These points and many more are covered in this new video! Here's a taste to get you started on your journey to accessing legitimate sellers on Alibaba.com:

How to Find Quality Products and Suppliers

- Always do your due diligence and if a deal feels too good to be true, be ready and willing to walk away
- Request samples
- Review the suppliers' product catalogue

How To Legit Check Your Factories

- See how many years they have been doing business online
- Review the company profile
- Safely communicate with your supplier
- Call the office and ask is this person a rep for your business
- Before sending any money get them on a video call during their business hours.

How To Ensure You Receive Your Goods

- Be concise and specific for translation
- Use the best payment methods on Alibaba
- Confirm if they have trade assurances in place
- If possible, use DDP Pricing

Conclusion

Luckily, it's not too difficult to avoid the scammers. With some focus and research there are thousands of legitimate and respectable sellers on Alibaba. Ensure to watch the video for *all* you need to know when safely buying online!