

Spring Imported Product Launch Checklist

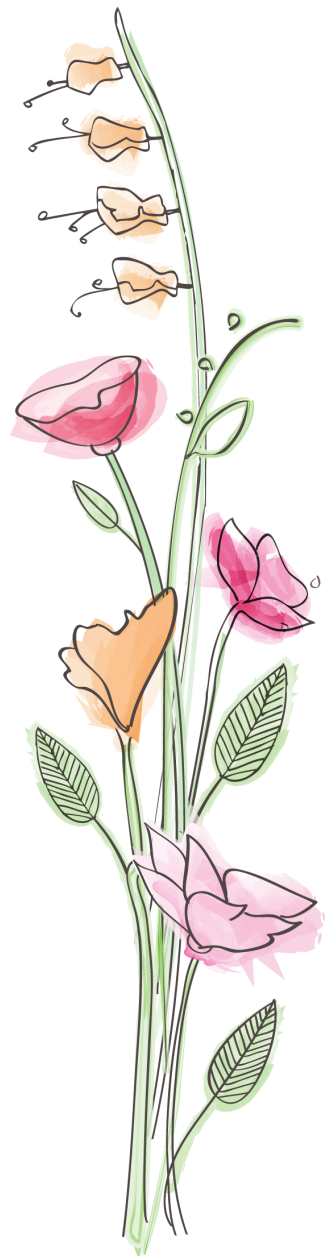
The following checklist is designed with the (ideal) timetable of twelve months. If you're planning your product launch on a shorter schedule, just start at the beginning of the list and try to catch up quickly! Use the boxes to the left of the items to check things off as you complete them.

3 TO 12 MONTHS BEFORE THE LAUNCH (MARCH TO DECEMBER)

- ☐ March—Do market research on the viability of your product.
- ☐ June—decide on your product features based on research
- ☐ July—find reputable suppliers
- ☐ July—send your “inspiration” product to a laboratory for analysis
- ☐ August—send products to the factory for sampling and choose supplier
- ☐ September—Cut POs and test raw materials (suppliers usually have minimum 30 days lead time to start production after an accepted PO)
- ☐ November—perform testing on production samples and make changes—don't forget to test your packaging!
- ☐ December—decide on import routes and repackaging services, finalize labeling
- ☐ December—create insert cards that reflect your brand and have them shipped to the factory or work with factory to produce

3 MONTHS PRIOR (JANUARY TO MARCH)

- ☐ January—ship out before Chinese New Year
- ☐ January—finalize U.S. Customs paperwork and import docs
- ☐ January—set up your website or product page and start driving traffic
- ☐ January—have supplier send small number of samples by air for photography
- ☐ February—finalize copy for website, Amazon, and advertising
- ☐ February—receive shipment from supplier and arrange arrival to Amazon (3 months of cover at most!)
- ☐ February—set aside samples for giveaways and sale items to give to your early adopters from January
- ☐ February—start researching next years' products
- ☐ March—launch your product!



Cascadia Seller Solutions is offering a new course on doing private label, the way that AmazonBasics does it!

Email:

info@thinkcascadia.com

We are so excited to offer this for a few reasons:

1. Most of the courses currently available for sellers are marketing courses - some sourcing, but mostly marketing and optimization to sell on Amazon. This leaves out a huge part of the product development process.

Phone:

(206) 202-0222

2. None of the courses we reviewed had content on regulatory compliance, safety testing, or quality testing, and they had limited or inaccurate information on US Customs and HTS classification.

Website:

www.thinkcascadia.com

3. Very few courses explain how to do good packaging design for e-commerce, as opposed to offline retail, where the packaging can be thinner and lighter. To keep your product safe, you need your packaging to meet ISTA 3A/3B or the Amazon heavy/bulky ISTA standard.

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4. There are multiple ways to launch your own label on Amazon, from sourcing domestically from a local manufacturer or through a company that produces products on request, to importing existing products from a factory lineup, to working with a factory to produce an improved or entirely new product for sale. Most courses don't teach you the difference between your liability in each situation, and the difficulties with in-stock management and cash flow for each model.

Cascadia is made up of former Amazonians. Rain, Belle, Leo, Marell, Rachel, and Jennifer all worked on AmazonBasics and Amazon's other brands. Susanne, Kelly, Malia, and Emily worked in various areas of seller enforcement and compliance for food safety, restricted products, product safety, and imports compliance.

There is no group in the Amazon seller consulting space that has our level and depth of knowledge about Amazon and about private label development.

We are truly excited to be bringing you the information that we used in our every day work lives, making one of the most successful private label brands in the marketplace today

Our course has five modules, ranging from benchmarking, to sourcing, to testing/packaging, to optimization, to in-stock planning.

We are offering the course FREE with any service you buy from us!

