



# Importing

<http://www.exportpro.com/video.php?vidID=11>

## In This Chapter:

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- ◆ Importing methods
- ◆ Difference between exporting and importing
- ◆ Activities included in importing
- ◆ Finding suppliers
- ◆ Test marketing a product

*You have been marketing farmers' work clothes like pants, jackets, overalls, gloves and other work wear on the domestic market for a long time. You have been selling to them directly, using your own telemarketers. The problem, however, is that you sell the same product as everybody else and have to compete on price. When you ask the supplier for product improvements you are always neglected. To make things worse, you are paying a middle-man who also makes money.*

*Why not put all of that money into your own pocket? You have good sales volumes and decide that you want to market under your own trade mark. You buy directly from the manufacturers and have the clothing designed to your own specifications. You have decided to import.*