

Earphone Wholesale Buyer Checklist

A practical checklist for importers, distributors and brand owners ordering bulk Bluetooth earphones from a factory.

Use it before your first quote request — and again before every re-order.

1. Supplier verification

- ☐ **Factory, not reseller** — ask who owns tooling and QC. AsiaEarphone: Shantou moulding + Dongguan assembly.
- ☐ **Business documents** — verify company registration before wiring funds.
- ☐ **Live video walkthrough** — a real line video beats any certificate.
- ☐ **Physical samples first** — always. Samples expose quality faster than claims.
- ☐ **Written quote** — specs, MOQ, lead time and shipping options in one reply.
- ☐ **Response time** — substantive reply within 24 hours on business days is the working standard.

2. Model & assortment

- ☐ **Cover three wearing styles** — open-ear (W300/R300), ear-clip (S88/W88), in-ear (H300/Q83).
- ☐ **First container rule** — one volume SKU, one promo SKU, one feature SKU; two colours each.
- ☐ **Match the channel** — gym/sports takes clip and hook; story retail takes open-ear.
- ☐ **Confirm specs per batch** — chip version and battery size can vary; lock them in the quote.
- ☐ **Trial quantities** — use them before committing to a full container.

3. MOQ, pricing & payment

- ☐ **MOQ per model** — confirmed in writing; trial quantities on many models.
- ☐ **Compare landed cost** — ask FOB and CIF on the same port and quantity.
- ☐ **Count every line** — unit tier + packaging + logo + sample/courier + freight.
- ☐ **Quantity tiers** — lower quantities sit on higher tiers; quote the tier you will order.
- ☐ **Payment terms** — T/T standard for bulk; terms confirmed per order on value and history.
- ☐ **Sample policy** — know sample cost and whether it offsets a later bulk order.

4. Production & QC

- ☐ **Sample approval is the gate** — production starts only after you sign off.
- ☐ **Final inspection** — function, appearance and packing check before cartons seal.
- ☐ **Colour stock** — confirm current colours when you quote; batches rotate.
- ☐ **Private label basics** — logo printing, custom colours, retail packaging, carton marking.
- ☐ **Packaging minimums** — custom boxes usually raise MOQ; logo-on-stock-box is the safe start.

5. Shipping & documents

- ☐ **Incoterms** — FOB China standard; CIF to your port on request; DDP is convenient but premium.
- ☐ **Documents pack** — commercial invoice, packing list, bill of lading; certificate of origin on request.
- ☐ **Destination formalities** — your clearing agent handles local requirements (e.g. SONCAP for Nigeria).
- ☐ **Carton marking** — model/colour split marked for fast restock and onward delivery.
- ☐ **Mixed-SKU loading** — standard; send the split per model when you request the quote.

6. Key facts (reference)

MOQ	Model-dependent; trial quantities on many models
Lead time	Confirmed per order after sample approval
Trade terms	FOB China standard; CIF available; T/T for bulk
Documentation	Invoice, packing list, B/L; certificate of origin on request
Ports	Jebel Ali, Jeddah, Dammam, Lagos, Mombasa, Manzanillo, Cartagena, Callao, Santos
Customisation	Logo, colours, retail packaging, carton marking
Response time	Written quote within 24 hours on business days

7. Your quote request should include

- ☐ **Target model(s)** — or describe the channel and let the factory shortlist.
- ☐ **Quantity per model** — even an estimate speeds up tiered pricing.
- ☐ **Customisation needs** — logo, colours, packaging, carton marks.
- ☐ **Destination port** — needed for CIF comparison and transit estimates.
- ☐ **Timeline** — market date or event date if you have one.

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