Blueroute EXIM

BUYER SOURCING GUIDE

# A better brief. A clearer proposal.

Practical questions for discussing Indian sourcing with Blueroute Exim.

START WITH THE ESSENTIALS

## Give the enquiry a clear starting point.

| | |
|---|---|
| **Your business** | Name, company, email or phone, and intended use. |
| **The product** | Product name, references and written specifications. |
| **The quantity** | Approximate volume, unit and breakdown by variant. |
| **The presentation** | Packing, labels, artwork and handling preferences. |
| **The destination** | Country or port, expected documents and requested checks. |
| **The timing** | Preferred window, sample request and order frequency. |

**How to use this guide**

Use the relevant category questions, then review the commercial, sample and shipment inputs on the final page.

CATEGORY 01

# Agro & food

Rice, spices, pulses, grains, fruit and processed food

- ☐ Which product and variety do you need, in what form and for which use?
- ☐ What written grade, composition or quality characteristics should be assessed?
- ☐ What quantity and unit are required, and is this a one-off or repeat enquiry?
- ☐ What pack size, label artwork, storage and shelf life expectations apply?
- ☐ Which destination and product documents or checks should be reviewed?

*Useful reference: a written product specification and pack format.*

CATEGORY 02

# Textiles & apparel

Cotton fabrics, garments, home textiles and knitted products

- ☐ What is the item and application? State fibre composition, construction and fabric weight where relevant.
- ☐ What width, finished dimensions or size chart applies?
- ☐ Which colour reference, pattern, print and finish are required?
- ☐ What quantities are needed by style, colour and size?
- ☐ What labels, folding, packing, destination and testing criteria should be reviewed?

*Useful reference: a specification sheet, size chart and artwork.*

CATEGORY 03

# Leather, footwear & accessories

Shoes, sandals, bags, belts, wallets and private-label footwear

- ☐ Which style and intended use should guide the sourcing discussion?
- ☐ What upper, lining, sole, leather or other materials are required?
- ☐ What construction, closures, hardware and functional details matter?
- ☐ Which size system, fit reference, dimensions, colours and branding apply?
- ☐ What quantity breakdown, packing, destination and sample checks are needed?

*Useful reference: technical drawings, component details and a size chart.*

CATEGORY 04

# Handicrafts & lifestyle

Wood, metal and ceramic pieces; home decor and gifts

- ☐ What is the intended use, material and construction of the item?
- ☐ What dimensions, weight expectations or set composition are needed?
- ☐ Which design references, colours, finishes and acceptable variations apply?
- ☐ What quantity is required for each design, size, colour or set?
- ☐ What protective packing, destination and supporting evidence are requested?

*Useful reference: images with dimensions and details of required attributes.*

CATEGORY 05

# Industrial & engineering goods

Metal components, fasteners, tools, machinery parts and hardware

- ☐ What is the part reference and intended application?
- ☐ Which drawing revision, dimensions and measurement units should be used?
- ☐ What material, grade, tolerances, interfaces and fit requirements apply?
- ☐ Which finish, coating, treatment, marking and inspection records are needed?
- ☐ What quantities, protective packing, destination and timing should be reviewed?

*Useful reference: the current drawing revision and acceptance criteria.*

CATEGORY 06

# Packaging & consumer products

Paper and corrugated packaging, jute bags, stationery and everyday goods

- ☐ What will the item contain or be used for?
- ☐ What material, construction and performance characteristics are required?
- ☐ Which dimensions, format, artwork, print colours and labels apply?
- ☐ What quantities are required by size, design or variant?
- ☐ What packing, stacking, handling, destination and document needs should be reviewed?

*Useful reference: a drawing or artwork file with dimensions and units.*

CATEGORY 07

# Chemicals, minerals & specialty

Industrial chemicals, minerals, tiles, sanitaryware and specialty raw materials

- ☐ What is the exact product name, identifier and intended application?
- ☐ Which grade, composition, purity or material specification is required?
- ☐ What physical form, particle characteristics, size or dimensions apply?
- ☐ Which technical, test, handling or product documents should be reviewed?
- ☐ What quantity, unit, packaging, handling, destination and timing are requested?

*Useful reference: the written technical specification and document list.*

CATEGORY 08

# Electronics & consumer durables

Consumer electronics, mobile accessories, LED lighting and wearables

- ☐ What function and application should the product serve? Share a model reference if useful.
- ☐ Which electrical, output or other technical ratings are required?
- ☐ What plugs, connectors, dimensions, interfaces and compatibility apply?
- ☐ What branding, accessories, instructions, labels and pack contents are needed?
- ☐ What quantities, sample criteria, destination and product documents should be reviewed?

*Useful reference: a specification sheet and destination requirements.*

BEFORE A PROPOSAL IS AGREED

# Make the scope explicit.

Raise these points in your enquiry. Availability, costs, timing and arrangements are confirmed for the particular product and supplier.

01 / COMMERCIAL

## The quotation

- Ask for product scope, quantity and unit to be stated clearly.
- Clarify price basis, payment expectations and what is included.
- Discuss proposed timing and shipment responsibilities.

02 / PRODUCT REVIEW

## Samples and checks

- Explain what the sample or reference must demonstrate.
- Discuss availability, cost and timing before arranging it.
- Agree acceptance criteria and the scope of any inspection.

03 / PRESENTATION

## Packing and labels

- State individual pack, carton and protection requirements.
- Provide artwork, label content, language and pack quantities.
- Describe handling or storage expectations that affect packing.

04 / DESTINATION

## Shipment inputs

- Provide country, port or delivery point and preferred window.
- Identify requested product and shipment documents.
- Confirm the proposed responsibilities before an order proceeds.

## Ready to discuss your requirement?

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