

CASE STUDY - FURNITURE

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How did a furniture company **facilitate** its import of **furniture** from China with **Asiaction's solutions?**



# INTRODUCTION

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Importing from China is not easy and is not a do-it-yourself option for everyone. Buying from China is a common occurrence among companies, and many have **difficulty** understanding the complexity involved. In fact, we often encounter companies that try to import without any experience and end up with a negative experience (scams, quality problems, delays, additional fees, etc.). Even if you have experience in purchasing, there are **solutions** that allow you to secure your supply and provide a real added value to your import department.

As an **expert** and **pilot** of the purchasing process in China, we have met many companies that have faced all kinds of problems that they can't solve on their own. This doesn't mean that buying in China is a bad option. Quite the opposite, we are here to **find solutions** for these companies to **succeed** in their **purchasing project** in **China** by offering them services for each of their needs and by **securing** all the steps of the purchasing process.



We will see here through a customer case, **how a furniture company facilitated its import of furniture from China thanks to Asiaction's solutions.**





# WHO IS THE COMPANY?

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One of the Caribbean's **leading home furnishings retailers**, marketing mainly indoor and outdoor furniture, and home decor items.

They source their furniture from **China** on their own and need help with certain stages of their purchases in China.

**Discover how Asiaction simplified their furniture supply in China.**



# WHY DO THEY CALL ON ASI ACTION?

The furniture retailer contacted us several years ago for an **inspection service** and now works with us for **multiple order management** and other services such as supplier check-up and shipping assistance.

They first needed our help because they were having **communication problems** with their supplier in China. It's not just a language issue but also a cultural factor and the fact that they don't understand each other, and the supplier wasn't responding in time.

The furniture company was therefore looking for **security** through **inspections** and **factory audits** and was also looking for an agent who could **simplify** communication and **intervene** directly on site to clear everything up.

**Let's find out what solutions we put in place to pilot and support them.**





# THE SOLUTIONS IMPLEMENTED BY ASIACTION

## INSPECTION SERVICE

Derived from poor communication or sometimes a misunderstanding of the requirements, the goods to import can sometimes have problems.

For this reason, we recommend an inspection of the goods in China to ensure that the products meet the requirements and correct the potential errors.

The leader furniture retailer wanted to **secure** their furniture supply, so we offer an **inspection service**.



Outdoor furnitures



Wooden shelves



Shopping baskets





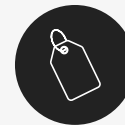
We carried out many product inspections for the company, meaning we have checked:



**Quantities**



**Product specifications**



**Marking**



**Workmanship**



**Measurement**



**Packing**



Armless sofas, sofas, coffee tables, side tables, loungers, single chairs



**SCHEDULE AN  
INSPECTION**







Wooden metal combined shelf, wood and metal multi tier display table



Shopping basket with wheels and extending handle, hand baskets



INSPECT YOUR  
GOODS NOW!







## ORDER MANAGEMENT

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After benefiting from our **inspection** service, they started to buy products from us, meaning they let us **handle their orders in China**.

The order management service include:

- Order preparation
- Productions monitoring
- Anticipation & correction of problems
- Final product inspection
- Packing and loading supervision
- Shipping preparation
- Delivery follow-up
- After sales assistance



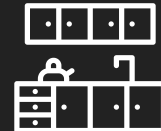
We pilot and secure their furniture purchases for:



Sofas & chairs



Outdoor furniture



Kitchen equipment



Chair sofa, sleeper sofa, seater sofa, armchair



GET A COMPLETE  
SOLUTION



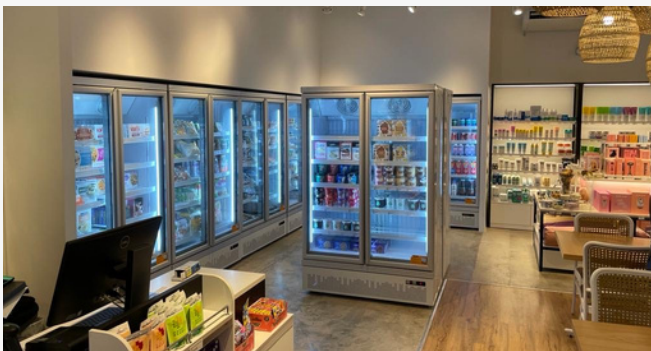




Sofa, coffee table, dining table, chair, lounge, side table, round sunbed



Chiller, freezer, temperature showcase, gas oven, ice maker





## SHIPPING ASSISTANCE

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Another service they ask us for is **shipping assistance**.

They want us to act as a forwarder and organize their shipments.

Basically, we:



Obtain the best shipping rates



Communicate with suppliers and carriers



Have carriers to prepare shipments



# CONCLUSION

As we have seen in this case study, Asiaction **solve problems** with their supplier for them and **secure** and **simplify** their other furniture procurements.

Typically, problems occur when the process is not mastered by the company or when distance does not allow reliable communication with a Chinese supplier. While **procurement professionals** involved in managing the entire international procurement process will **find solutions** to limit or avoid these problems.

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THAT'S WHAT WE DO AT ASIACTION, GIVE YOU THE POSSIBILITY TO **IMPORT** YOUR **FURNITURE** FROM **CHINA SAFELY** AND **EASILY** TO **FIND SOLUTIONS** TO YOUR IMPORT SERVICE.

FIND AN IMPORT  
SOLUTION

