Woliantrade · TradeKit

FREE TEMPLATE · NO SIGN-UP

Sourcing Brief Template

Fill this in once and send it to us. A complete brief gets you accurate factory quotes faster, because it settles the questions before they turn into a week of emails.

5 pages · free

Step 1 of our sourcing service

Why this template helps

Most sourcing projects stall on the same three things: **vague specs**, **no target price**, and **unknown quantity**. Fill these in and you will get comparable quotes from real factories within days instead of weeks.

> Send the same brief to us and to any supplier you approach — identical inputs make the offers genuinely comparable.

What happens after you send it

1. **You send the brief** — product, target price, quantity, reference links or photos.
2. **We shortlist suppliers** — real factories, business licences verified, quotes side by side.
3. **You approve, we negotiate** — unit price, terms and lead time, on your behalf.
4. **Inspection before shipment** — we check goods and packing, and send photos or video.
5. **Shipping to your door** — consolidation, freight and export documents from China.

1 Your details

Field	Your answer
Company name	
Contact person	
Email	
WhatsApp / phone	
Destination country	
Delivery port / address	

2 The product

Field	Your answer
Product name (and category)	
Reference link or photo (URL)	
Material	
Dimensions / weight	
Colour, finish, key specs	
Certifications needed for my market	
Packaging & labeling requirements	

3 Volume, price & timing

Field	Your answer
Initial order quantity	
Repeat / annual volume	
Maximum MOQ I can accept	
Target unit price (FOB port)	
Total budget for this order	
Preferred Incoterm	
When I need samples	
When I need the goods	

Tips for filling this in

- ✓ Give a **real target price**, not "best price" — factories quote better against a number.
- ✓ Attach a **photo or link**; a picture removes most spec misunderstandings.
- ✓ State your **market's compliance needs** early — certifications can change which factory is suitable.

> Not sure about a field? Leave it blank and note "advise" — we will recommend a sensible option for your market.

Disclaimer

This is a free template to help you organise a sourcing request. It is not a quotation, an offer, or a contract, and filling it in does not commit either side to anything. Our sourcing service is quoted per project after we review your brief, and the fee is agreed in writing before any work starts. Target prices and lead times in a brief are your targets, not a guarantee of what a factory will accept.

Woliantrade · TradeKit — practical toolkits for cross-border trade.