

NEW



ULTIMATE

KEY TO

MINI

IMPORTATION

BUSINESS

A complete guide on mini importation business, from basics to professional guide on how to select a hot product, buy at the cheapest price, import and sell off with high profit margin.

JOSHUA MBA

Copyright by 2018 Business Rangers Academy

All Rights Reserved. No part of this Book may be reproduced or transmitted in any form or by any means, electronically or mechanically, including photocopying, recording, or any information storage and retrieval system without prior permission from the copyright owner (Joshua Mba)!

It is a criminal case if reproduced and will warrant the verdict of the Nigeria Law court.

First Edition: 2018

Revised Edition: 2020

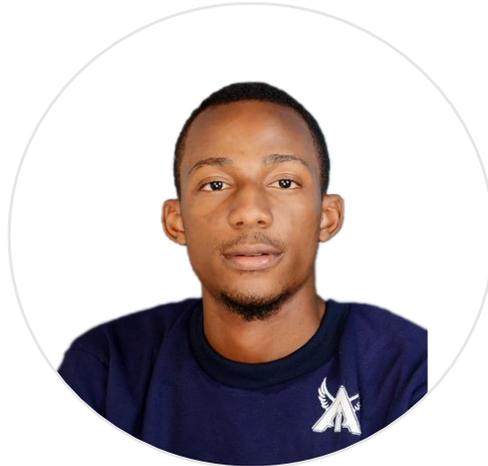
Edited by: Isaac Nkechinyere

Under the License of Business Rangers Academy owned By
AngelicTEQ IDEAS RC-2614944

ULTIMATE KEY TO MINI IMPORTATION BUSINESS

BY JOSHUA MBA [The Master Ranger]

About the Author



Joshua Mba

CEO, ANGELICTEQ IDEAS

FOUNDER, BUSINESS RANGERS ACADEMY

Professional Software Developer, Ecommerce Expert, Certified Digital Marketer, ProBlogger, Business Coach



@mbajoshuac



@mbajoshuac

Contents

- 1 PREAMBLE
- 2 INTRODUCTION
- 3 Chapter-1
What you must know
- 4 Chapter-2
Market Place- Where to Buy from
- 5 Chapter-3
Product Search (How to source for
Products)
- 6 Chapter-4
Purchase Product / Importation
- 7 Chapter-5
Product Marketing (Continue in
Business Rangers Academy)





WELCOME

PREAMBLE

WHAT I WANT YOU TO KNOW.



Intro Page

Preamble

I am very happy that you purchased this book. You just made one of the best decisions that will sky rocket your income.

I have carefully compiled this book just for you, no matter your level of knowledge, I will walk you through every corner of Mini-Importation business in its simplest form.

Just by buying this book, you have gained access to join my community called Business Rangers Academy, that is if you're not there already. Just click this link and join facebook.com/groups/businessrangers.

As a special add-on, you have joined my inner circle called **SWAT RANGERS**. Also, I will be sending you a special mail any moment from now. So, keep checking your mail.

Feel free to email me at joshua@angelicinfo.com



WELCOME

INTRODUCTION

WHAT I WANT YOU TO KNOW.



Introduction

“The start of a successful business is a smart idea.”

Take a moment and answer this question. What business can you start with N50, 000?

Yes! If I dish out that money and hand it over to you now, what business will you start with it? Your brain is grinding now...

The truth is that ideas are not farfetched, it is locked within your mind, it might be in a Facebook post or a picture on Instagram, conference, conversation or even within an incident.

In the age we are, there are countless ideas Online.

From my analysis, so many young persons are passionate about starting up a business of their own. But, most times they get confused on how to start-up this business or even the business to dive into.



INTRODUCTION

I don't know what your business idea could look like at the moment, but for the fact that you're reading this book means that you are or just about to dive into the Importation business.

At a particular stage of my life, I was so eager to create wealth, so I began to look for what to do and generate revenue. In my quest to make money legally and considering my kind of person, I came across Online Business.

I started Online business in 2013, but before I did, I was afraid of investing into a business that won't yield any profit or even little profit after working all night.

This made me become a **serial entrepreneur**.

Throughout my search and experience, importation Business has proved to be an exceptional business that accommodates any class of person (Student, Graduate, Working-class) and yield maximum profit.



INTRODUCTION

In fact, most times, more than 300% profit can be generated from it. It all depend on the marketing strategy deployed.

In this book, I am going to hold you by the hand and navigate you through the path of Importation business. The Amazing thing is that, I am going to Journey with you, so relax and get ready to start-up an amazing business.

If you have started your importation business, I am going to unveil deep things that will help you improve your sales and level up your business.

Why not get your belt strapped properly and let's get started!



CHAPTER 1

WHAT YOU MUST KNOW

PRE IMPORTATION

WHAT YOU MUST KNOW



IMPORTATION BUSINESS

Importation business is one of the easiest internet business you can do at the comfort of your home using your smart phone/laptop.

Initially, I had this fear that I need up to a Million Naira for a start. But, No! with NGN5,000 Yes! I said NGN5,000 you can start your own importation business at a very small scale.

In fact, you can start with NGN1,000 yes. Buy a single product with free shipping on AliExpress and then sale it at a higher price.

All you need is a good market strategy and demand for your imported goods, and then you can grow into a large scale.

I will be pleased to share these things with you, but let's go through some basics.

These basics will help you appreciate what I will be telling you later in this book.



CHAPTER 1

WHAT YOU MUST KNOW

WHAT IS IMPORTATION BUSINESS

This is a method of trade that involves the process of conveying goods and products into a system, place, area or country from another system, place, area or country for business purposes.

It also means bringing in goods (which could be scarce or costly in a particular area) from abroad to a local area for either consumption or retail purposes.

Goods of different categories could be imported. Example: clothing, mobile phones, tablets, laptops, phone accessories, electronics, clothing accessories etc., depending on how much you have to start with.

I strongly believe that you're still wondering how these things are imported and cleared at seaports, the millions involved and all of that...

Well, it is worth thinking, but surprisingly, you don't need millions to import. I use to have such thought as well. Let's keep journeying.



CHAPTER 1

WHAT YOU MUST KNOW

WHY IMPORTATION BUSINESS?

Importation Business don't discourage home-made or Nigerian products. Imported products can actually be used as a prototype for production purposes. In other words, an innovation material in case of reproduction.

To a greater extent, the western world is still better than us in terms of production of quality goods, so we can always use what they create to improve on ours. So, Importation Business does not discourage the use of home-made products.

The following are reasons why you should think about going into Importation Business:

1. It is simple
2. It is cheap
3. It is convenient
4. Existence of buyers' protection policies
5. It is for everyone with or without advanced business skills
6. Goods/products are delivered at your convenience



CHAPTER 1

WHAT YOU MUST KNOW

7. Responsive customer care service
8. Buyer-seller relationship
9. Existence of free shipping services
- 10 . Quality marketing pictures of products ordered.

STARTING AN IMPORTATION BUSINESS

In starting an importation business, they are series of questions that you should answer which will trigger the ability to scale in the business. I am going to mention these questions.

Pick a paper and a pen and write down your answers for these questions. Now from your answer we will deduce a strategy and a guide to ensure you succeed

in the business.

Here are the questions:

1. How much do you have?
2. Who are your target buyers?
3. How will you sell what you import?
4. How do you import?



CHAPTER 1

WHAT YOU MUST KNOW

Having done this, you can then proceed to chapter two, where I will be using your answers to help you learn how to import a product.

Importation Business platforms

There are very many platforms for Importation Business, just to mention but a few:

1. E-bay
2. Amazon
3. DHgate
4. Alibaba
5. AliExpress
6. 1688



CHAPTER 2

WHERE TO BUY FROM

PRE IMPORTATION

WHERE TO BUY FROM



In this chapter, I will write briefly on AliExpress/Alibaba and exclusively on 1688.

And of course, it is important to note that 1688 is the online market used by most importers, because of availability of cheap and good products.

1. AliExpress

AliExpress is an outlet of Alibaba group owned by Chinese billionaire, Jack Ma and have been operating since 2003/2004. UC browser is also a product of the Alibaba group. I will no bug you with the history in this book.

The traders on AliExpress here are all manufacturers/producers of the goods hence there is cheapness of products here unlike other platforms like DHGate.

Most of the traders are Asian -China, Singapore, Hong Kong, Japan etc. But, they have good and quality products of all sorts at a very cheap rate.



CHAPTER 2

WHERE TO BUY FROM

One major advantage of AliExpress Online market is that the products can be delivered straight to you here in Nigeria directly (though it takes 2-5weeks).

It is important to note that in AliExpress you can buy single products like: A single bag, a belt, washing machine. But, on Alibaba you buy in range of quantities. Most times, 20pcs and above or sometimes less. This makes the price cheaper.

Below is a school bag that is sold at \$0.1-\$10 in Alibaba but, notice that the minimum purchase range is 500pcs.





CHAPTER 2

WHERE TO BUY FROM

You can take your time and browse through the sites and compare products prices. www.alibaba.com and www.aliexpress.com

2. 1688.com

It is one of the numerous China websites, but, products are cheap because it is not open to the world. It is only available and sells to people in China.

Let me guess, the question in your head now is: how are goods bought and delivered to Nigeria from 1688?

The answer is that, there are agents and companies that specializes on buying on behalf of importers for a fee. And they send to logistics company to send to the importers address. (I will tell you about them later in this book.)

For Beginners, concentrate on cheap products within \$1- \$5 unless you already have a market for your products. Products that are not common in the country but will sell fast because they are essentials.



CHAPTER 2

WHERE TO BUY FROM

1688 website is in Mandarin Chinese, but you can translate it to English if you use Google chrome Browser (Mobile or Desktop App). I took time to show how it is done in a video tutorial on my YouTube channel. Here is the link:

<https://youtu.be/5FTUKbyvp4o>

Later in this book, I will show you some products that you can start with for those venturing into importing for the first time. But for those who are in business already you can import and make more gains.

I want to show you some of the hidden ways you can use to increase/multiply your current profit.

Let's dive into it.

1688 is without a doubt the cheapest wholesale website in China till date and most of the products we buy from the online retails stores in Nigeria like Jumia and Konga are purchased from there at a very cheap price.



CHAPTER 2

WHERE TO BUY FROM

Many importers and big companies are making lots of profit every day through this website and I am about ushering you into this league where you will start making the 5-7 figure income legitimately!

The truth is that most of the products we use in Nigeria are from China or rather put, are made in Chinese companies. Because of the cheap labor in China, most of the big brands in the world have their factories in China.

When you buy products from China, the profit margin is always very high because, you will get it cheaper since most of these products are being produced there. You Just need to make sure you always import high quality products from there because of your reputation.



CHAPTER 2

WHERE TO BUY FROM

Summary

www.aliexpress.com:

Expensive. Any products you see on aliexpress.com is for retailers.

www.alibaba.com:

Cheap. If you buy from alibaba.com it's cheap here but I don't advice you to buy from here too

wholesaler.alibaba.com:

Cheaper. You can buy some items here if you have emergency order to fulfill.

www.1688.com:

Cheapest. This site sells direct products from the manufacturers. So, buying from this site is very cheap. But the problem here is that you can't buy directly because it's only for those that live in China. (Relax, I will show how to buy here).

You can browse through other platforms I mentioned in chapter 1



CHAPTER 2 MAX PRO

INTERLUDE

PRE IMPORTATION



The information I have provided for you in from chapter 1 should get ou ON with importation Business.

In Importation Business, there are four major processes that must be followed before it is tagged A successful Importation business.

These four processes are abbreviated as SPIM.

S = Product SEARCH

P = Product PURCHASE

I = Product IMPORT

M = Product MARKETING

From the NEXT chapter, I will be explaining each of the process and how to handle it professionally.

Let's get going then...



CHAPTER 3

PRODUCT SEARCH

PRE IMPORTATION

PRODUCT SEARCH



In this chapter, I am going to demystify the first process in Importation Business which is PRODUCT SEARCH.

Choosing a product to import is a major problem facing many new importers, but some already have a specific product that they want to import. That could be a settled issue for such persons to an extent though.

My friend imported a product and it was lying in her house for five months before she could sale off some and till now there are some of the products in her house. So, you need to carefully select a product to sale off.

I am going to show you a professional way to select a product to import and sale off within weeks. I know you won't want to have tons of your product sleeping with you in your house or in the hand of logistics companies.



CHAPTER 3

PRODUCT SEARCH

I am going to show you ways to get a hot product that will drive sales for you.

Let me share this experience with you. There was a time in Nigeria that maids were maltreating children whenever their parents were not around and maids were bringing in strange things.

This News was all over the place. Then the selling of digital hidden cameras was moving so well in the market, so many importers made mad sales that period. **This is called Hot Products.**

You don't Import a product because you like it and you think others will like it and buy it. As a professional, you have to scout out for Hot Products before importing.

Imagine clients booking 80% of your product within 3 days of importation; that's a huge sale and of course and whooping income for you. I bet you that's the most exciting experience in business.

So, let's get started with how to search for products.



CHAPTER 3

PRODUCT SEARCH

Product Search

To effectively execute this process, carefully apply any of these procedures which I have used over the time and has yielded bounty result.

Search Based on Niche and Trend Procedure (What will I import?)

This is what explains the niche you want to go into. If you have a product already you want to import, that's good!... But it is always good to get involved in product niche that sells off very well like: Health Niche.

Choosing a product niche is quite easy. You could choose from trends in a particular niche that have less competitors or popular trends irrespective of niche.

In choosing from the trends, you have to be updated with what people are constantly searching for and emerging issues in the location of interest.



CHAPTER 3

PRODUCT SEARCH

In discovering trends, you could use hashtags to search on twitter and Instagram or you can visit forums like Nairaland or use Google trends (trends.google.com) or labs.ebay.com/catman to check out popular products people are searching for online.

You can as well head to Amazon, Ebay, Aliexpress to check out trending products and most sourced.

There are some inevitable niche that will always make cool sales for you, no matter the season. Niche like Health, Fashion and Gadgets. The health niche has a unique nature that drives sales because, nobody wants to play with his or her health.

I am not saying you should go into the health niche, Of course, there are people who are niche dynamic. They import based on trends and emerging issues.

It is good to base on a particular niche. It has so many advantages, but people who are niche dynamic make mad sales too.



PRODUCT SEARCH

But in your decision making, consider niches that will match your personal interest, because it makes it easier for you to survive in that niche.

Search based on Demand (Who am I importing for?)

You have to give a clear answer to this question. The who is the secondary foundational subject that will form the structure of your product choice.

The WHO should cover the following aspects:

- Gender: Male, Female, Unisex
- Age bracket: Children, Teenagers, Youth, Adult.
- Subject Location: Rural, Urban, Metropolitan, State, Country.
- Social Class: Rich family, Wealthy family, Poor, Regular

This entails you unboxing your potential buyers. This helps you to know the particular product to go for, the quality and the quantity to import.

In this search, you take a sample survey within your circle. For example, I can decide to import for males above 21 in my school. An inevitable product they will need is a sneaker.



CHAPTER 3

PRODUCT SEARCH

No matured person won't want to have a classic sneaker. So I choose my target buyers and provided a product that they will want to own as a personal belonging.

This will be outside Niche specifications. If I choose for babies under 2 years. I can decide to import pampers that can last for 24hours. It is an inevitable product or better still import normal pampers from manufacturers at a cheaper rate and sells off cheaper than the regular price in the market.

Search based on Problem - Solution Procedure

Another procedure and one of the best ways to sort for products to import is to look out for problems. Check out for problems in institutions, firms or communities. Then get a product that will solve the problem.

Let's say you discovered that a school needs chairs for new complex. It is a whooping opportunity to provide a solution by selling the product.



CHAPTER 3

PRODUCT SEARCH

So, take your time and look out for problem, national problem, health problems that are faced by the people that are reachable to you, setup a solution by having a product to help meet up that need.

The next phase of product search is to check out for the best and cheapest option before making payment for the product.

The price each store sells their products differs and sometimes, there could be much difference. So, you have to take your time to find stores with good quality and cheap products.



CHAPTER 4

PRODUCT PURCHASE AND IMPORTATION

IMPORTATION

PRODUCT PURCHASE AND IMPORTATION



Preamble:

After going through the process of choosing a product(s), the next thing is to purchase the product and import. Now, before this happens, make sure you have your marketing kits ready, except you want to pile up those products in your house or with a logistics company.

Speaking from experience, it is good you have them ready, I will be talking about them in the next chapter.

But make sure you get this step straight. There are dynamics in the importation process. So, if a better and cheaper methods become feasible and legal, I will get you updated in my inner circle academy.

So , make sure you join the circle to get updates from me once it emerges.

Let's get started!



CHAPTER 4

PRODUCT PURCHASE AND IMPORTATION

In the purchase process, the question that is going through your mind (for beginners) is, how will I import these products? If you're buying from 1688.com which I use as well as many other Importers. You already know that from 1688.com you can't buy from Nigeria.

So, Joshua! How do I import my products? Ok, I am going to show you soon. But, don't listen to people that will tell you to pay to manufacturers straight, except you have made confirmation and have contacts in the company.

Because this is an international business and you're expected to pay before your product is shipped, I don't advice my students to pay straight on the site.

In the process of writing this book, I saw someone making a post on Facebook, telling people to pay on 1688.com and the store owner will ship for you. Well, it might have worked out very well for him, but don't think of doing it. At owners Risk!!



PRODUCT PURCHASE AND IMPORTATION

Some days back, I was sourcing for a product online, and I saw a cheap one, very cheap, in the process of shipping it, my agent confirmed that it was a fake product. That saved my ass from throwing my money away.

Now here is the process of purchasing your product...

There are Chinese agents or companies that help importers buy the products in china and then ship them to Nigeria. These agents stand to ensure the products are real before sending it to Nigeria.

Product Purchase

These are the steps to follow in purchasing of your product:

1. Download WeChat/WhatsApp Mobile App from Google Play store. It is a chat app where you will connect with the agents who will order your product and send it to logistics company. [OLD METHOD]
2. Add the Chinese agent up. Here is the contact of my agent: WeChat Number: +861xxxxxxx -Bianca Wu. [OLD METHOD]
3. Search for your product on the site. 1688.com or Alibaba or any of the mentioned in chapter 1.



PRODUCT PURCHASE AND IMPORTATION

4. Copy the URL of the product. The URL is the site-link of that product and send it to the Chinese agents on WeChat, with the product details. Example:

https://s.1688.com/selloffer/offer_search.htm?keywords=active theft+shoe+with+gun&button_=false&n=y&netType=1%2C11

Quantity: 10 pieces

Color: 5 black, 3 Red, 1 Ash

Size: all 39

5. Bianca will contact you back with payment details.

6. Make payment to the details she will send you, then in within 2 days your products will be ready for shipping.

PS: The Fastest way to contact our Agent is through Email. So kindly request for her email/Number in the telegram/WhatsApp channel.

PSs: Always check your email to know when your product has been sent to the logistics company.



CHAPTER 4

PRODUCT PURCHASE AND IMPORTATION

Product Importation

By default, Bianca will ship your product through a logistics company called God's Time Logistics. So, after she must have purchased your product for you, she will forward it to the logistics company.

You pay for your product shipping when it arrives at Lagos. So, once your product arrives, the logistics company (God's Time Logistics) will contact you for final shipping to your location and payment for shipping.

At this point, you can pick up your product from Lagos or a friend can help you pick it up. Here is the pricing of God's Time Logistics:

\$5.8 per kg for shipping [Old Charges]

\$4.3 Per Kg for Shipping [2020]



CHAPTER 4

PRODUCT PURCHASE AND IMPORTATION

N450 Per Kg for customs fee

PS: After payment, your product will be shipped to Lagos within 34days. (The number of days can vary in respect to Bianca' agreement with you)

Once your product arrives Lagos, the logistics company will contact you. But, always check your mail to know the status of your product shipping.

BONUS

Product Delivery

One of the challenges that most Importers have is knowing how to sell to clients outside their location. But is very easy to do. Once you get your product into Nigeria, you can leave it in the hands of Logistics company to clients and collect your cash for you.



CHAPTER 4

PRODUCT PURCHASE AND IMPORTATION

There are so many logistics companies in Nigeria, so you can make use of any of your choice.

- GIG LOGISTICS
- FORTUNE GLOBAL SHIPPING ANF LOGISTICS
- SKYNET WORLDWIDE EXPRESS
- COURIER PLUS SERVICE LIMITED

There are many other courier services in Nigeria. You can check on my blog for the varieties [angelicinfo.com].

So, you then spread the cost of delivery among your products and still sell at a competitive price.



CHAPTER 4

PRODUCT MARKETING

IMPORTATION

Hi Ranger, from this chapter, you will transit to the online platform to watch me explain to you on a video this chapter and other bonus I added.

So, head over to your account on academy.angelicteqideas.com

- Login to your account
- Open your course and enjoy.

In case of difficulty, email me on: joshua@angelicinfo.com or call 07088432903. (Calls Only)

See you in the class.

Hi Ranger, from this chapter, you will transit to the online platform to watch me explain to you on a video this chapter and other bonus I added.

So, head over to your account on academy.angelicteqideas.com

- Login to your account
- Open your course and enjoy.

In case of difficulty, email me on: joshua@angelicinfo.com or call 07088432903. (Calls Only)

To ensure you benefit completely from this business and earn 6-7 figures constantly from this business, I have designed a Masterclass course for you and I am seriously waiting for you to join us now.

In the Masterclass I reviewed the same strategy I have used to generate the figures.

I will gift you a discount if you enroll for the MasterClass today.



Here is what I did also, I designed a professional Template that shows you how to scale up in any Business connected to Ecommerce. Head over now to academy.angelicteqideas.com/courses/ and check them out.

MAKE YOUR FIRST 350,000 within 30days

Learn the Master Ranger eCommerce Strategy and Make 6 -7 figures
within 30days

Your chance of sitting on the table of 6-7 Figure earners in ecommerce

[ENROLL HERE](#)

BUSINESS RANGERS ACADEMY

www.academy.angelicteqideas.com

