

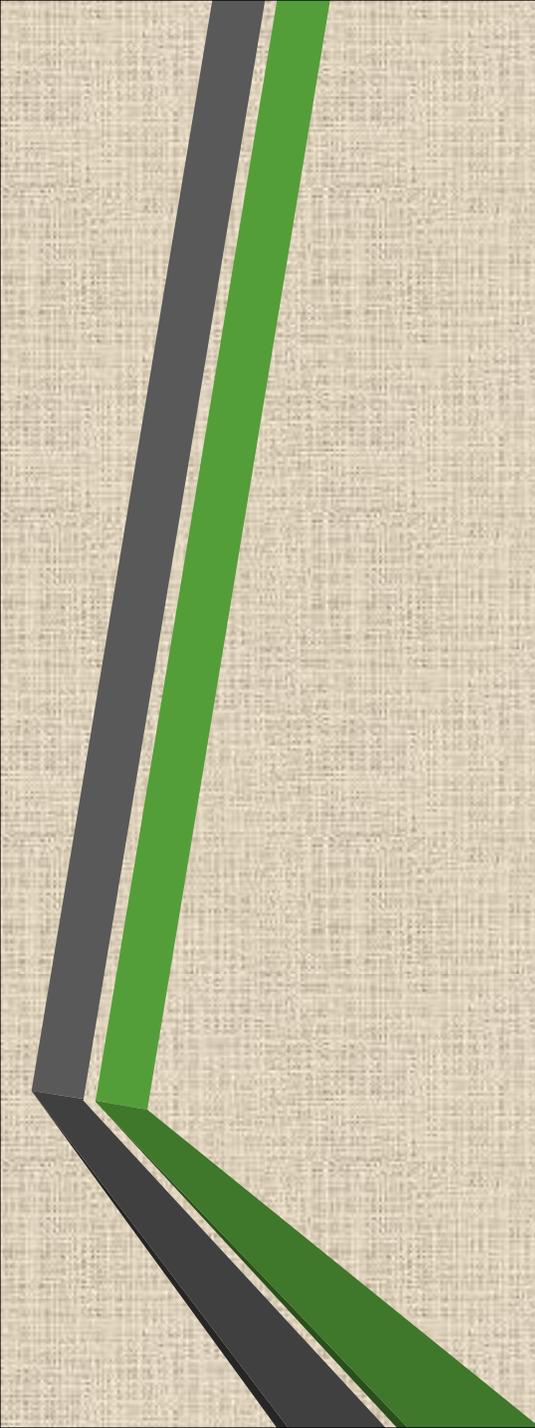


# New Product Development Sourcing and Logistics

By Brian Tucker

for Inventor's Council of Central Florida

Nov. 3, 2018



# Outline

- 6 P's
- Sourcing
- Logistics

# 6 P's

- People, you, your team, customers and end users, scalability, purchaser
- Product, selling what, TAM, competition, consumable, disposable, life-cycle
- Price, loaded, optimal ( vs volume), odd cent, 9's, channel pricing, gross margin vs. mark-up, market pricing
- Place, where, distributors, retailers, on-line, license, franchise, MLM
- Promotion, sales proposition, direct, broad, branding, pantones, packaging
- Performance, measurements, metrics, milestones, goals, financials

# Sourcing

- Define what you need, realistically define volumes, RFQs, MOQs, volume discounts, sell the chance to be your supplier
- China; b2b.com, made-in-china.com, Alibaba.com, yiwu
- US; specific google searches, Thomas registry
- Tooling; US options for injection molding (Xcentric), soft vs. hard, amortizing tooling costs, jigs/fixtures
- Packaging, minimums, 1 to 4 color print, consumer vs b2b

# Sourcing Con't

- Private label option, blanket purchase orders, volume
- DPO, terms, letter of credit, follow the money
- Inspection, build or buy, specs/drawings, "yes" means I heard you
- Domestic vs import, Import genius, tariff engineering, exchange rates
- PO financing, factoring, AP funding

# Logistics

- Land (Road, Rail, Pipeline), Water and Air
- Incoterms, title transfer
- Continuous Bond, Binding Ruling, HTS
- 20' vs. 40' (TWE, twenty foot equivalent), lead times
- Floor loaded, palletized, slip sheets, super sacks
- 3PL (3<sup>rd</sup> party logistics provider), warehousing, dropship, DI program
- Broker vs. Forwarder, demurrage
- Landed cost, last mile logistics

A tropical island scene featuring several palm trees on a sandy beach, with a blue sky and white clouds. The text 'Q's?' is overlaid on the image.

Q's?