India Buying Agent: US Buyer Case Studies

What a buying agent changed for three US importers

Every figure in this document is client-reported and measured against the buyer's own baseline over a rolling 12-month window. Company names are withheld under NDA; industry, location and metrics are unchanged. Small World India has worked with overseas buyers from Indian manufacturing since 1994.

Case Study 1: Furniture importer

Furniture · High Point, North Carolina

CHALLENGE

Buying through a trading company with hidden margin meant no factory visibility, no price benchmark and 14-week lead times with no explanation.

APPROACH

Moved to a disclosed 6% commission model: factory identity revealed after PO, direct FOB price negotiation in Jodhpur and Jaipur, and weekly WIP reporting with photo evidence.

-17%	14 to 9 weeks	$228,000
FOB cost after commission	Lead time	Annual savings

> *“Once we saw the factory invoice, the conversation changed. The commission is visible and still costs us far less than the trader's hidden margin did.”*
>
> — President, Furniture importer, High Point NC

Case Study 2: Fashion accessories brand

Accessories · New York, New York

CHALLENGE

Sample rounds dragged across four to five iterations per style, pushing the brand past its seasonal buy window twice in a row.

APPROACH

On-the-ground merchandising: tech pack translation, in-factory sample review before shipping to New York, and a fixed two-round sample protocol with photo sign-off.

4.6 to 2.1	5 weeks faster	-$26,000/yr
Sample rounds per style	Development calendar	Sampling spend

> *“They catch the wrong hardware in Delhi instead of us catching it in New York three weeks later. That is the whole value.”*
>
> — Design Director, Accessories brand, New York NY

Case Study 3: Gift and stationery wholesaler

Gifts / Stationery · Seattle, Washington

CHALLENGE

Small per-vendor order values across nine suppliers made LCL freight expensive and paperwork errors frequent at the Port of Seattle.

APPROACH

Consolidated nine vendors into monthly FCL sailings, standardized commercial invoices and packing lists, and handled ISF filing data capture ahead of each departure.

-31%	11 to 0 per year	-12 days
Freight cost per unit	Customs document errors	Door-to-door transit

> *“Consolidation alone paid the commission. Clean paperwork at Seattle was the part we did not expect to value so much.”*
>
> — Operations Manager, Gift wholesaler, Seattle WA

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