Product Sourcing from India: US Buyer Case Studies

Landed-cost, lead-time and compliance results for US brands

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: DTC home fragrance brand

Home / Candles · Denver, Colorado

CHALLENGE

China quotes carried a Section 301 stack and 3,000-unit MOQs the brand could not fund at its growth stage.

APPROACH

Sourced glassware and ceramics from Firozabad and Khurja, negotiated 800-unit MOQs, and consolidated three vendors into one DDP shipment to Long Beach with AQL 2.5 inspection.

-24%	3,000 to 800 units	16 weeks
Landed cost	Opening MOQ	Quote to first container

> *“Lower MOQs were the unlock. We launched four SKUs on the working capital that used to buy one.”*
>
> — Co-founder, Home fragrance brand, Denver CO

Case Study 2: Specialty retailer (multi-category)

Retail / Home Decor · Minneapolis, Minnesota

CHALLENGE

Managing 11 Indian vendors directly consumed two full-time roles and still produced inconsistent shipping documents and late POs.

APPROACH

Took over vendor management, merchandising follow-up and consolidated shipping: one point of contact, one weekly WIP report, one DDP invoice to Minneapolis in USD.

71% to 96%	2 FTE	$61,000/yr
On-time PO delivery	Internal headcount freed	Freight consolidation saving

> *“We stopped running a mini sourcing office and got a single weekly report that actually tells us where every PO is.”*
>
> — VP Merchandising, Specialty retailer, Minneapolis MN

Case Study 3: Pet products startup

Pet Supplies · Miami, Florida

CHALLENGE

First-time importer with no factory network, no compliance knowledge and a hard Q4 shelf date with a national retailer.

APPROACH

Ran factory shortlisting in Panipat and Karur, managed sampling and tech packs, coordinated Prop 65 and ASTM testing, and shipped DDP to the retailer's Jacksonville DC.

19 weeks	Met, 11 days early	+9 pts vs plan
Sample to shipment	Retailer on-shelf date	Target gross margin

> *“We had never imported anything. They ran factory selection, testing and DDP delivery, and we hit the retailer window with time to spare.”*
>
> — CEO, Pet products startup, Miami FL

Want a quote for your programme? Send your product category, target volumes and destination port to **info@smallworldindia.com** or book a call at **smallworldindia.com/contact**. You will receive a supplier shortlist, indicative FOB pricing and an inspection plan within five working days.