

「
GLOBAL
SOURCING
EXPO
AUSTRALIA」

NAVIGATING THE GLOBAL SOURCING EXPO

WITH

*Elizabeth
Fornosa*

Elizabeth's Top Five Tips

1. Come Prepared!

Preparation is everything! Ensure you set yourself clear goals on what you want to achieve from visiting the Global Sourcing Expo otherwise you may wander around aimlessly and leave overwhelmed and disappointed. The more thoroughly prepared and organised you are, the more likely you are to be successful in your search for the ideal supplier.

Don't forget to register at globalsourcingexpo.com.au

If you haven't already done so, read the article "Preparing for the Global Sourcing Expo" [HERE](#)

2. Have a Checklist Ready

A key part of preparing to attend any tradeshow is to arrive equipped with a clear written checklist of your requirements, objectives and questions. We have created a helpful 'Sourcing Criteria' guide overleaf, so be sure to review it and tailor it to your requirements.

3. Attend the Seminars

Aside from scouring for suppliers, the Expo also has a series of informative seminars with industry leaders on various topics over the 3 days. So be sure to plan your seminar / event schedule in advance.

Find Out More Here: <https://globalsourcingexpo.com.au>



4. Meet, Connect, Network

You never know who you might meet and where it may lead! Use the Expo to not only source suppliers, but to MEET, COMPARE + CONNECT. Be open and ready to introduce yourself, talk about your business, make contacts and expand your network.

5. Follow Up!

Once you leave the Expo with an overload of information, stack of business cards, notes and goodie bags, the KEY is to follow up with your new relevant contacts within the next 24 - 48 hours, while everything is still fresh in your mind and you in theirs. The suppliers you met could potentially become your sourcing partners, so a simple "thank you" email and recap of your discussion can make a BIG difference!

Bonus Tips

- Greet suppliers with a friendly gesture.
- Have your brand pitch ready to go. (Write a script, practice it).
- Be confident in your delivery and communication.
- Ensure you have your business cards ready to hand out
- Take photos of suppliers you meet and their stand and review your notes later. (Always ask permission to take photographs first).
- Ensure you have a notebook, pens and stapler to attach cards in your notebook.
- Don't forget your mobile phone charger.
- Wear comfortable, yet fashionable shoes!
- If other people within your network are visiting the Global Sourcing Expo, reach out to them and organise an IRL catch up!

Build Your Sourcing Criteria

Your ultimate objective is to connect with potential supply chain partners. Here is a checklist that you can use as a guide to build your own sourcing criteria to help you find a supplier that meets your business objectives

- ☐ Prepare a clear product briefing – your potential supplier needs to clearly understand what you are looking for.
- ☐ Ideally you would have your sketches, construction details and specifications prepared.
- ☐ At this stage, just show the supplier enough information to help support your explanation. Any confidential information should not be shared at this time.
- ☐ Prepare your target cost prices – understanding what you can afford to pay for your products, sourcing competitively and making a profit to sustain your business is key.
- ☐ Ensure you have a process in place to inspect finished goods prior to final payment and before bulk shipment.
- ☐ Know what minimum order quantities you are looking for ideally have an inventory plan developed that outlines the number of styles per colour, by size and total quantity for each.
- ☐ Consider the quality standards your business requires. Good quality is very subjective... consider how you will communicate your expectations to a supplier.
- ☐ Consider how you intend to manage your quality control
 - will you visit the factory or outsource this role?
- ☐ Based on your requirements, ask about the sampling process and costs – how long will the process take and how much will this cost?
- ☐ Ask about production lead-times and be aware there is a production process that needs to be followed. This will include fitting samples and approving fabrics, colours and trims.
- ☐ Ask about fabric testing relevant to your product: such as shrinkage, colourfastness or pilling. These tests usually come at an additional cost.
- ☐ Depending on the country of origin, you may need to consider duty rates, taxes and customs clearance.

Build Your Sourcing Criteria

- ☐ Do your research and due diligence on Sustainability and Ethical Sourcing Standards. This includes a focus on People & Planet, and being prepared to discuss your code of conduct, factory audits, and any certification and accreditation you may require.
- ☐ You may need a freight forwarder to handle your logistics, including shipping, handling, customs clearance and delivery. Or alternatively, ask your supplier if they will ship to your door.
- ☐ You need to consider the insurance of your goods while in transit (Such as Marine or In Transit Insurance).
- ☐ Ask about payment terms - often this can be a 30% deposit upon order placement and the balance upon shipment. Speak to your financial professional about the most secure payment methods.
- ☐ Ensure you have a process in place to inspect finished goods prior to final payment and before bulk shipment.
- ☐ Referrals and recommendations bring credibility – ask to connect with other Australian customers.
- ☐ Have you taken steps to protect your intellectual property in the country of manufacture?
- ☐ Ensure you work towards developing and implementing a Supplier Agreement / Contract prior to paying any deposit or placing a bulk order.
- ☐ Ensure you are aware of who you are trading with. Is your supplier or contact a Factory, Trading company or Intermediary? This is crucial information!
- ☐ Do your due diligence based on your sourcing criteria. Ask for references wherever possible and ensure you understand who you are sourcing from.
- ☐ The goal is to establish a credible, transparent, ethical supply chain that supports your business.
- ☐ It is your responsibility to verify any new supplier before commencing trade.

If you find a supplier that has good potential to work with, it is highly recommended that you start slowly. Initiate a quotation and a sample, then assess the results. You can build your ongoing working relationship from there.

Good Luck!





Take Your Fashion Business to the Next Level

We are a Melbourne-based consultancy with global reach, specialising in empowering businesses at every stage of their lifecycle. Our expert consulting services span growth strategy, design, product development, branding, sourcing, sales, marketing, and operations. Drawing on our decades of experience and unparalleled knowledge, we partner with you to take your business to the next level.

Book a 1 Hour Strategy Session with Elizabeth

[BOOK A STRATEGY SESSION](#)

ABOUT ELIZABETH FORMOSA

Founder | Executive Consultant | Fashion Business Strategist

Elizabeth Formosa founded Fashion Equipped with a vision to help businesses thrive through consulting, mentorship and community.

With over 20 years of wide-ranging industry experience, Elizabeth cultivated her expertise in buying, product development, brand building, marketing, strategic and team management, across the corporate sector, privately owned brands and her own successful wholesale business.

Over the years Elizabeth has assembled a team of the best and brightest in the business - an impressive line-up of fashion professionals perfectly positioned to consult and support through every stage of the business journey.

With decades of combined experience in every aspect of the industry, the Fashion Equipped team is committed to sharing their knowledge, networks and passion, and empower the industry leaders of tomorrow to get set for success today.

We work with fashion executives, brands, retailers, designers, entrepreneurs and established six- to eight-figure businesses.

Tailoring our services to your stage of development — whether you are ready to scale your brand, eCommerce store, wholesale business, retail store or combined model.

With your version of success as the guiding principle, our team is here to support, advise and ensure you benefit from best practice knowledge, successful strategies, vital resources and extensive networks.

“As a mentor and business strategist, I am dedicated to helping my clients work smarter, not harder. Together, we can push past doubts and unlock your full potential. So if you’re ready to take your fashion business to the next level, let’s dive in!”

ARE YOU READY TO

MAKE THE FASHION BUSINESS YOUR BUSINESS

LEARN MORE

JOIN SYFB - \$500 SAVING

Want to plan, launch and grow your fashion business – with the support of experts and an incredible like-minded community?

We've created a 10 step blueprint that designers, brands and entrepreneurs use to start launch, build and scale their successful fashion business.

HOW IT WORKS

SYFB will help you craft your idea and better understand business strategies, branding, product development, sourcing, sales, marketing and financing.

You can access SYFB from anywhere in the world and progress at your own pace with the support of some of the best mentors in the business, and a growing community of passionate designers, creators, brand owners and entrepreneurs.

SYFB is all about knowledge, empowerment and confidence – and making the fashion business your business.

WHAT'S INCLUDED

- A 10-module, video guided industry based programme delivered by [Elizabeth Formosa](#).
- Industry-specific business tools, templates & action plans
- Fashion industry insider knowledge & support
- A like-minded community of designers, creatives, brand owners & entrepreneurs
- Bonus monthly online study session for 6 months
- Access to our library of more than 50 coaching calls
- Flexible & self-paced online learning – complete in 12 weeks or take up to 12 months
- Join our SYFB Alumni Membership after 12 months



YOUR EXCLUSIVE OFFER LIMITED TIME ONLY

\$500 off 'Start Your Fashion Business'
Offer ends 48 hours after the Expo.

JOIN SYFB - \$500 SAVING

The Programme at a Glance

MODULE 01 PLAN IT

- L1 - Business Planning
- L2 - Business Goals
- L3 - Situational Analysis
- L4 - Industry Analysis
- L5 - Target Market + Customer
- L6 - Unique Selling Proposition

MODULE 02 FUND IT

- L1 - Startup Costs
- L2 - Sales + Inventory
- L3 - Profit
- L4 - Product Costings
- L5 - Cash Flow
- L6 - Funding

MODULE 03 BRAND IT

- L1 - Brand Identity
- L2 - Visual Identity
- L3 - Verbal identity
- L4 - Brand Experience
- L5 - Brand Equity

MODULE 04 DEVELOP IT

- L1 - Product Concepts
- L2 - Design + Development
- L3 - Range Planning
- L4 - Tech Development
- L5 - Sampling
- L6 - Fit Procedure

MODULE 05 PRICE IT

- L1 - Pricing Research
- L2 - Pricing Methods
- L3 - Pricing Architecture
- L4 - Price vs Cost

MODULE 06 SOURCE IT

- L1 - Sourcing Strategy
- L2 - Production Process
- L3 - Quality Control
- L4 - Buying
- L5 - Supplier Agreements

MODULE 07 SELL IT

- L1 - Sales Strategy
- L2 - Wholesale Model
- L3 - Selling Online
- L4 - Pop Up Stores + Markets
- L5 - Online Sales Channels

MODULE 08 MARKET IT

- L1 - Marketing Strategy
- L2 - Messaging + Content Plan
- L3 - Social Media Strategy
- L4 - Website Development
- L5 - Email Marketing
- L6 - PR + Influencer Outreach

MODULE 09 FORMALISE IT

- L1 - Business Registrations
- L2 - Insurance
- L3 - Accounting + Legal

MODULE 10 RUN IT

- L1 - Business Operations
- L2 - Your Team
- L3 - Management

EXPRESSIONS OF INTEREST FOR NEXT TRIP:

26th September to 6th October

India Sourcing Experience

For many fashion businesses, India is the centre of the universe - a place of unrivalled colour and inspiration, and an opportunity to establish a credible, ethical and sustainable offshore supply chain. Don't miss your chance to experience a life-changing odyssey into this sophisticated world of production, sourcing and supply; meet with garment and fabric manufacturers; travel with like-minded business owners and mentors and connect with world-class artisans expressing the very best of India's vibrant fashion culture.

Express your interest to join this door-opening, mind-expanding experience. Click the link below to learn more about applying for for our Sourcing Experience Trip.

EXPRESSIONS OF INTEREST



LET'S STAY CONNECTED

Email — elizabeth@fashionequipped.com.au
Podcast — [@fashionbusinessmindset](https://www.fashionbusinessmindset.com.au)
Social — [@fashionequipped](https://www.fashionequipped.com.au)
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FASHION BUSINESS MINDSET PODCAST

FASHION
EQUIPPED
THE BUSINESS SIDE OF FASHION

WITH *Elizabeth Formosa*

TUNE INTO THE PODCAST



REAL + RAW BEHIND
THE SCENES STORIES
FROM BRANDS,
ENTREPRENEURS,
MAKERS & MENTORS