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Start lean with a repeatable export product

Launchan assorted 25-piecehand-sewing-needle pack through sourcing, private-label packaging, and disciplined buyer development.





EXPORT PLAYS

A small product can support several export plays

Private label

Sellassorted retail packs under a private label.

Bulk supply

Supplybulkneedles to wholesalers.

Focused channels

Serve tailoring, embroidery, handicraft, and DIY distributors.

Prove demand first

Begin by sourcing finished needles, then add manufacturing only after demand is proven.

ASSORTMENT ARCHITECTURE

Make the 25-piece assortment easy to understand

A clear core pack, specified precisely, with formats that scale.



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Specify material, size numbering, eye finish, point sharpness, corrosion resistance, and pack quantity.

QUALITY CONTROL

Quality is the product promise

01 Inspect the needle

Straightness, point sharpness, eye smoothness, finish, hardness, flexibility, and dimensional consistency.

02 Test the failure points

Check burrs, thread damage, bending, breakage, and corrosion where required.

03 Trace every batch

Keep batch records so buyer complaints can be traced to a specification and inspection result.

LEAN LAUNCH MODEL

Source finished needles before investing in machinery

1. Identify Indian manufacturers and collect samples.
2. Verify material, finishing, capacity, MOQ, and private-label capability.
3. Run quality checks before approving the assortment.
4. Sort, brand, package, and export under controlled specifications.

Manufacturing adds wire processing, pointing, eye punching, heat treatment, polishing, coating, and inspection equipment.

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SHELF-READY OFFER

Packaging turns a commodity into a shelf-ready offer

Choose the format

Use paper cards, plastic storage cases, blister packs, or printed retail boxes.

Make the offer legible

Show quantity, needle sizes, intended uses, country of origin, safety guidance, and brand clearly.

Protect the product

Secure sharp points and protect against rust during storage and transit.

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ILLUSTRATIVE UNIT ECONOMICS

The first commercial model can work at modest scale

₹15–₹35

Illustrativesourcing rangeper assorted25-piece pack.

₹2,50,000

Illustrative 10,000-pack estimated total cost at ₹20 purchase cost plus packaging, inspection, transport, and documentation.

₹50,000

Gross surplusbefore freight, insurance, customs-related costs, bank charges, commissions, and taxes.

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Illustrative selling price: ₹30 per pack. Prices and figures are preliminary, not verified quotations.

EXPORT READINESS

Export readiness depends on paperwork and buyer discipline

Before shipment	Confirm beforecommitting
Classification	Confirm the current classification under HS heading 7319 and the applicable Indian tariff item before shipment.
Documents	Prepare IEC, GST and export documentation, invoice, packing list, shipping bill, transport document, and any required origin or inspection certificates.
Destination	Verify destination-country rules, buyer specifications, payment terms, and sample approval.

HS 7319 may cover a broader category. Confirm the current tariff item and destination-country requirements before shipment.

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BUYER DEVELOPMENT

Build demand through focused buyer channels

Target the right buyers

Sewing-accessory importers, tailoring wholesalers, embroidery distributors, craft retailers, supermarkets, and online accessory brands.

Build a qualified list

Use trade databases, B2B platforms, LinkedIn, shipment databases, and relevant exhibitions.

Choose repeatability

Prioritize repeat-order potential over one-off volume.

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INVESTMENT PATH

Use a staged investment path

₹1–3 lakh+

Merchant exporter

Startwithsourcing,buyer development, and controlled export execution.

₹3–8 lakh+

Assorted-packaging andprivate-label unit

Add sorting, branding, packaging, and stronger control of the shelf-ready offer.

₹25–60 lakh+

Small manufacturing unit

Invest in production only after demand is proven.

01 **Research** 02 **Source** 03 **Quality Check** 04 **Package** 05 **Connect** 06 **Export**

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