



# Lower-Risk China Sourcing for UK Brands

One clear point of contact for sourcing, coordination and delivery support



# Who We Help

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- **Growing brands**
- **Founder-led teams**
- **Brands already sourcing from China**
- **but facing problems**

**Businesses that want a more hands-on sourcing partner**

# Common Problems We Help Solve

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- **Too Many Suppliers**  
Too much back-and-forth.

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- **Inconsistent Quality**  
Output varies too often.

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- **High Communication Burden**  
Too many day-to-day details to manage.

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- **Stock and Reordering**  
Harder to track and plan.

# What We Help You Achieve

*A lower-risk, easier-to-run sourcing model.*

## **Lower Risk**

A more controlled China sourcing model.

## **One Clear Contact**

One main point of coordination across suppliers.

## **Better Control**

Clearer oversight of suppliers, quality and delivery.

## **Less Daily Burden**

Less time spent managing issues and follow-up.

## **More Reliable Supply**

More reliable quality and more cost-effective sourcing and assembly.

# How We Work With You

*A practical process designed to reduce risk early and keep sourcing on track.*

## Step 1

### Understand

Product, sourcing needs and key pain points.

## Step 2

### Assess

What can be sourced or assembled more effectively in China.

## Step 3

### Organise

Suppliers, requirements and responsibilities.

## Step 4

### Support

Sourcing, sampling, production follow-up and quality checks.

## Step 5

### Maintain

Stock, replenishment and supplier coordination.

# Why Clients Work With Us

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*We do not just help clients buy from China. We help make the process clearer and easier to manage.*

- **Hands-On Support**  
We stay close to the details.
- **Clear Communication**  
We help reduce confusion across suppliers.
- **Practical Problem-Solving**  
We focus on getting things moving.
- **Support for Lean Teams**  
Especially valuable for founder-led and growing brands.



# Example Outcome

*A growing UK consumer brand needed a more controlled sourcing model.*

## **Before**

Direct China sourcing and UK buying created cost, quality and coordination issues.

## **What Changed**

Suitable non-core components moved into China sourcing and semi-assembly.

## **What Stayed in the UK**

Key components remained in UK production.

## **Result**

**A more controlled, lower-risk and more cost-effective supply model.**

*Supported by on-site finished goods checks and clearer stock planning.*

# Leadership & Team

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Founder-led,  
relationship-driven and  
practical in approach.

**UK-based company  
with teams in both  
the UK and China.**

## **Wei Fu | Founder & Director**

Commercial Cross is led by Founder and Director Wei Fu, who enjoys building new partnerships and guiding projects from idea to execution. She particularly values the early stage of working with a new brand, understanding what the business needs, shaping a practical approach and solving issues as the project develops.

### **UK team**

Close client communication, project planning and day-to-day support.

### **China team**

Supplier liaison, on-site quality checks, and coordination support.



# Get in Touch

Practical sourcing support for UK brands working with China  
If you are already sourcing from China, or considering it, we would be happy to discuss your product and current setup.

**[contact@commercialcross.co.uk](mailto:contact@commercialcross.co.uk)**