

**Legacy Manufacturing Solutions 2009-11-24 09:34:43**

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## **CAN YOUR LEGACY BE FOUND IN CHINA?**

A unique Utah firm is working to improve the way we do business with China. Salt Lake City based, Legacy Manufacturing Solutions, is a partnership started in Utah, by local Utahans. They combine 20+ years of China experience, expertise in international business, product development engineering and information technology to create turn-key solutions for companies in Utah, and around the world, who want to manufacture or source in China without actually dealing with China.

This year marks the 60<sup>th</sup> anniversary of the creation of the Peoples Republic of China. Since 1949, China has become the world's 3<sup>rd</sup> largest economy behind the US and Japan. In August China overtook Germany as the world's largest exporter.

Low labor costs continue to make China an enticing place to buy and manufacture. However, without representation it is difficult to get started in China. Setting up a Chinese supply chain can be scary and full of pitfalls. Who do you trust? There is the language barrier and different cultures to navigate. There are opposite time zones and learning curves to manage. The shipping logistics and import regulations are complex.

China has no central business directory (like our yellow-pages), which causes many do-it-yourself entrepreneurs to turn to the Internet or flimsy relations to get a foot-hold in China. Often they find trading companies or factory representatives who use smoke-and-mirrors to keep buyers many steps away from the real sources. In cases where a credible factory can be found, language and cultural differences can often lead to miscommunication and false expectations. Corruption in the public and private sectors still plague parts of China.

Most buyers exploring Chinese sources do not realize that most trading companies exist to provide marketing representation for interested Chinese factories. The traditional trading company seeks to force-fit a client into a limited portfolio of factories they represent, rather than finding the best fit for a buyer's needs. This is backwards.

Legacy Manufacturing Solutions uniquely advertises that they are "not beholden to a short list of factories" and are "never compensated on the factory side". Legacy uses a formula method of finding, qualifying, and working directly with factories that are best-matched to their buyer's interests. And Legacy continues to represent the buyer on an ongoing basis, protecting buyers from quality issues and biased factory representation.

This new type of trading company provides facilitation with bias for the buyer's needs and can serve nearly every industry. Legacy has customers in consumer goods, automotive, packaging, electronics, textiles, fashion, hardware, packaging and more. The process of qualifying, developing, inspecting and shipping remain the same despite the product being made. Much like an attorney specializes in the law, yet represents many industries, Legacy focuses on the process of Chinese supply chain management, no matter what you seek to produce.

To this end, Legacy has developed proprietary work flow processes which seek to optimize the translation of needs from American to Chinese – not just in language, but in experiential manner. Legacy's goal is to allow the US customer to have a uniquely US experience; and the Chinese factory to have a uniquely Chinese experience (they are also frustrated with American practices). The time-draining errors in communication are filtered and managed by Legacy's workflow software and standardized practices. Legacy advises that "no matter the industry or product, the same elements are always required to navigate and create an effective China supply chain."

Legacy's unique approach has already helped several Utah companies achieve all the low cost advantages of producing overseas, with knowledge their special needs are well-represented. Some Utah companies recognize the division-of-effort efficiencies gained by out-sourcing something as complex as Chinese supply chain management to Legacy. Other Utah businesses utilize Legacy's talents as early as the product development phase, thus ensuring a smooth transition into Chinese manufacturing with minimal intellectual property exposure. One such company, headquartered in Utah, utilized Legacy's expertise to go to China for high-quality and high-volume production, rather than merely the lowest price. As is true in the US, in China you still "get what you pay for" and Legacy's team can help navigate the quality gradient that exists in China. Often the expertise and expense are found near the China coastal cities. Cheaper and more eager sources are found further inland, but those sources are harder to find, qualify, and manage. To look for factories inland as a tourist is confusing at best.

Utahans have a strong connection with international trade, they have a former Governor who is now the United States Ambassador to China, they have a robust Utah World Trade Center to help them network, and they have local businesses like Legacy Manufacturing Solutions with the expertise to set realistic expectations and provide manufacturing solutions.

*Legacy Mfg. Solutions*

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*"US Quality, Made in China."*

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