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The Auditable Factory Profile Blueprint

*The 8 credibility signals that make Western brands
trust — and reorder from — your factory*

For factories selling to global brands and importers.

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— The one idea

A Western sourcing manager doesn't buy from the *cheapest* factory. They buy from the factory that feels **safe to bet their brand on** — one they could audit, defend to their boss, and reorder from without drama. Your LinkedIn profile is the first audit they run, before they ever email you. This blueprint makes you pass it.

— The blueprint — 8 signals, in order

1. Headline: what you make + who you make it for + one proof

- Weak: "Manufacturer since 1998"
- Strong: "OEM/ODM manufacturer of [PRODUCT] for US & EU brands · BSCI + ISO 9001 · 200 workers, 3 lines"

2. Certifications, stated plainly

List the certs a buyer needs to justify choosing you: BSCI, Sedex/SMETA, ISO 9001, ISO 14001, FDA/CE/FSC as relevant. Say which and when audited. Missing certs = missing orders.

3. Real facility content

Photos or short videos of the actual line, warehouse, and QC station. Not stock images. This is the single strongest trust signal a factory has and most never use it.

4. Capacity, stated in numbers

Monthly output, number of lines, lead time, and workforce. Buyers plan around capacity — vagueness reads as "can't handle my volume."

5. MOQ and process clarity

State your MOQ range and how you handle sampling, tooling, and revisions. Clarity here removes the #1 reason buyers hesitate: fear of a painful, opaque process.

6. QC / defect handling

Show your inspection process and how you handle a bad batch. A factory that openly explains its QC is far less scary than one that stays silent. Include a defect-rate number if you track it.

7. Named references or client types

You may not be able to name brands (NDAs) — say the *type*: "supply 3 US kitchenware brands, 2 EU pet brands." Category proof beats no proof.

8. A clear, low-risk next step

End with something small: "Request our capability deck" or "Send your spec and we'll quote in 48h." Never just "contact us."

— The "About" section template

Paste and fill:

TEMPLATE

We're a [PRODUCT] manufacturer in [CITY] supplying [BUYER TYPE] in the US and EU.

What brands come to us for: [the 2–3 problems you solve — e.g. tight tolerances, small-batch flexibility, on-time delivery].

The proof: [certs] · [capacity number] · [years] · [defect rate or on-time %].

How we work: MOQ from [X]. Sampling in [Y] days. Full QC report with every shipment.

Next step: send your spec or product photo and we'll come back with a quote and a sample plan in [Z] hours.

— The 8-point self-audit

Give yourself 1 point per signal you fully cover. **6+ = a brand can confidently bet on you. Below 6 = you're leaving reorders on the table.**

— The fastest win

Post **one facility video with a one-line caption about your QC process**. Nothing else moves a Western brand's trust faster, and almost no competing factory does it.



Want us to build your factory's full profile so it reads as auditable and reliable to Western sourcing managers? Reply to the email this came from.

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